LIFE



TERESA WRIGHT

DECEMBER 16, 1946 15 CENTS
YEARLY SUBSCRIPTION $5.50

G. U. S. PAT. OFF.



Ring the bells of Christmas . . .
for a beautiful bride . . . and beloved Community,
first choice for holiday entertaining.
Community has a true distinction of line,
richness of ornament, finely balanced beauty.
Community . . . *lifetime* Community . . .
is thoughtfully overlaid with extra silver
for *longer* wear at special wear points.
And a dinner service for eight places
at distinguished jewelers everywhere
starts as low as $53.50. (No federal tax.)

Community

THE FINEST SILVERPLATE

*CORONATION

*LADY HAMILTON

*MILADY

If its Community . . . its correct

*TRADE MARKS OF ONEIDA LTD. COPYRIGHT 1945 ONEIDA LTD.

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TYPICAL EXAMPLE: THE NEW TIRE THAT OUTWEARS PREWAR TIRES

PICTURED above is E. B. Palmer of Denver, Colorado. a traveling salesman, who writes:

"Last January I was fortunate enough to obtain one of your B. F. Goodrich tires from the Waco dealer. The same day that I mounted the tire, I put on three of a competitive brand.

"I am a traveling salesman and I drive many thousands of miles, over all types of roads at comparatively high speeds. This B. F. Goodrich Silvertown tire has been 36,664 miles, most of which time it was on the right rear wheel.

"It still has a good tread and apparently a number of safe miles left. The three competitive tires have long since been discarded. *It has given me better service than any prewar tire that I have ever used.*"

Letters like this—from owners of taxi fleets, passenger car drivers, police departments and commercial car owners —are coming in every week to tell us that the new B. F. Goodrich tires stand up better than the tires of prewar days.

Supplies of tires are still limited, of course. Even today's increased production cannot keep up with the demand. This is particularly true of the B. F. Goodrich tire that outwears prewar tires. It's best to check your needs with your B. F. Goodrich dealer well in advance. He'll do his best to keep you rolling until he can get new tires for you. *The B. F. Goodrich Co., Akron, Ohio.*

B.F.Goodrich

FIRST IN RUBBER

Copyrighted material



Want to take a picture like this?

First you get the subject.

Then load your camera—and this is important—load it with *wide-latitude* Ansco Superpan Press Film. The easy-to-follow directions are packed with the film. Now, shoot the picture!

Even if you are a little off on exposure, don't worry, for the wide latitude of Ansco Film...the *extra* margin of safety...will give you a better chance of getting a well exposed negative, a *good* picture.

So don't miss the fun of indoor photography, the fun of getting the "pictures that never happen during daylight."

And make it even more fun by letting the wide latitude of Ansco Films overcome any little mistakes you make in exposure. *Ansco, Binghamton, N. Y.* A Division of General Aniline & Film Corporation. General Sales Offices, 11 West 42nd Street, New York 18, N. Y.

PHOTO TIPS

Use plain backgrounds for indoor pictures. Try to snap your subject against a blank wall. Too many objects in your background will clutter the final picture.

• • •

Look over your color transparencies tonight. Take your favorites to your dealer tomorrow, and have glorious color *prints* made on Ansco Color Printon.



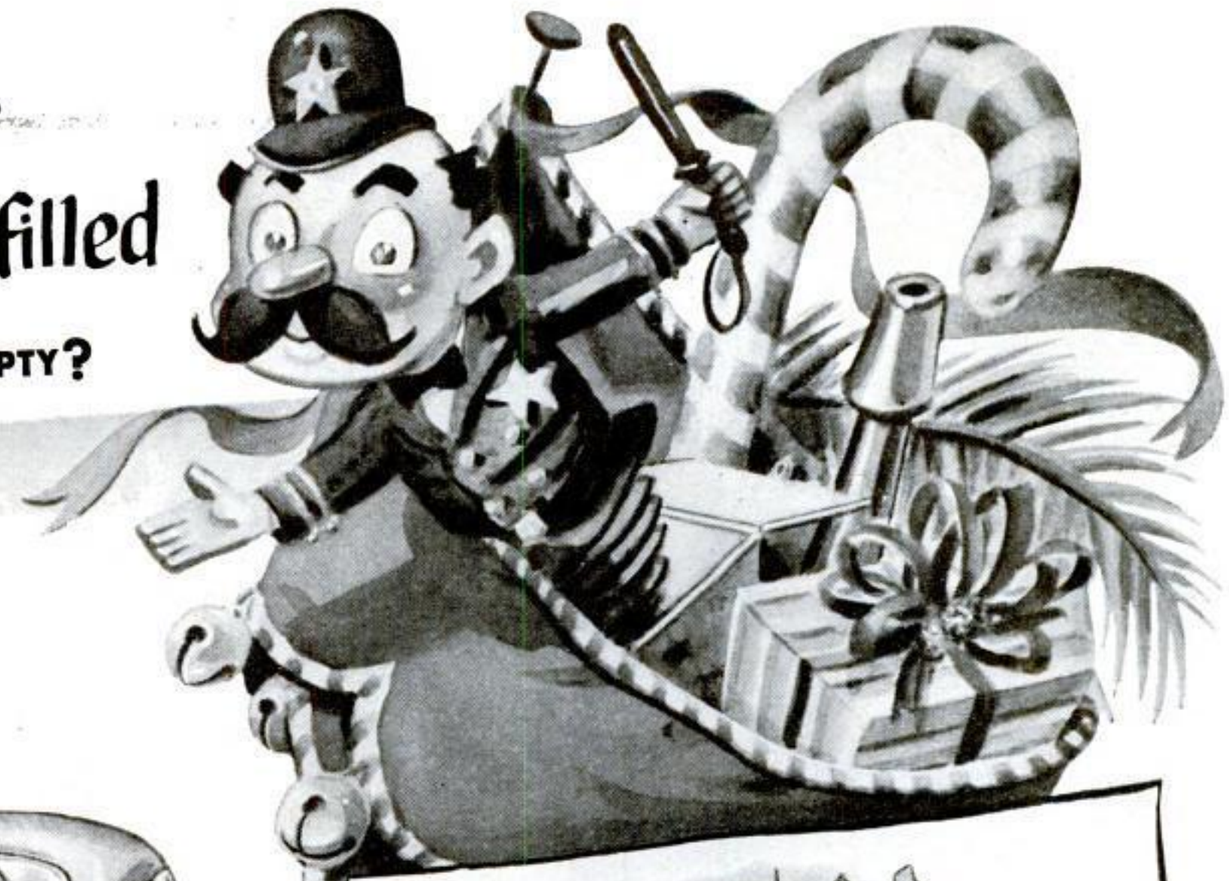
The Ansco f4.5 Speedex
Now available in limited quantities.

ASK FOR *Ansco* FILM & CAMERAS

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If only good little drivers got their Christmas stockings filled

...WHICH ONE OF THESE WOULD YOU LEAVE EMPTY?



They say that Santa keeps a record of good and bad little boys. If your name gets on his blacklist, it's just too bad for you at Christmas time. It might be a good idea to extend this system to include good and bad automobile drivers. For example, if you were Santa, how would you rate the drivers shown below?



Percy Goodfellow loves kids, so he's taking them all for a sleigh-ride. How do you rate that for a good deed?

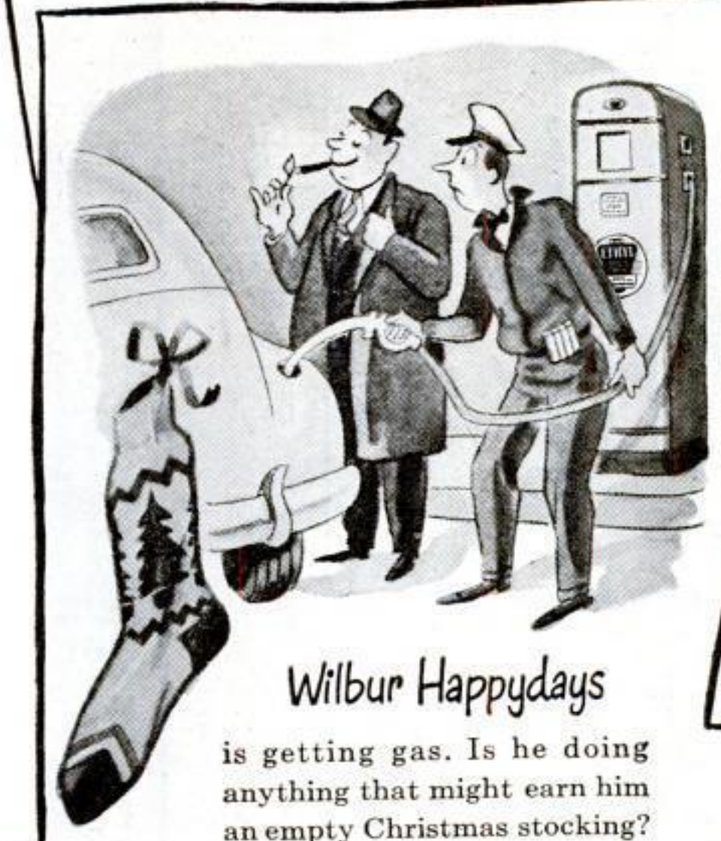




Lucy Merryfeather. Lucy is just running into the store for a bit of last-minute shopping. That sedan with the door open is her car. Anything wrong?



Joe Lushwell actually has had only a couple of drinks, so he feels it's perfectly okay for him to drive. However, his brother Mike won't let him—even though he's likely to start an argument on Christmas Day. How do you rate them?



Wilbur Happydays is getting gas. Is he doing anything that might earn him an empty Christmas stocking?



Oscar Snowbird is taking the family over to Grandma's for dinner. Look closely before you decide what to do about his Christmas stocking.

Check your ratings with these:

Percy should be spanked. Letting kids hitch their sleds to an automobile is dangerous. Every year dozens of children are seriously injured that way. A lump of coal is about the only thing Percy should get in his Christmas sock.

Lucy's heart is in the right place, but her car isn't. Double parking is a nuisance, a cause of accidents, and even Santa Claus won't forgive her.

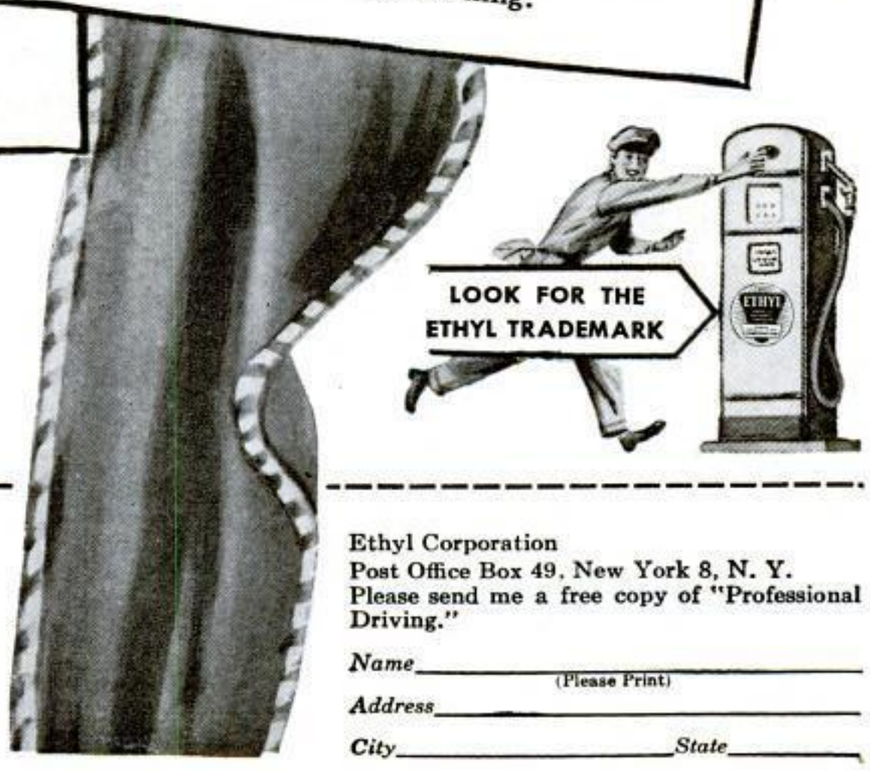
Joe goes on the blacklist. Authorities have demonstrated that even a couple of drinks will slow up a driver's reactions. The wise rule to follow is: If you drink, don't drive; if you drive, don't drink. However, Mike deserves an extra-nice present in his stocking for stopping Joe from driving.

Wilbur thinks he's going to win our approval by buying Ethyl gasoline. But he isn't—lighting that cigar near the gas tank is bad business no matter how good the gasoline is—so an empty stocking for Wilbur.

Oscar also shouldn't expect too much for Christmas. There's snow on the ground. But where are Oscar's chains? In the car trunk—where they'll never prevent a skid.



FREE Christmas present to all car owners from Ethyl. A copy of "Professional Driving"—the 72-page book that is packed with information and help for automobile drivers. Not for beginners, but for people who already know how to handle a car. Written and illustrated by experts to make good drivers into better drivers.



Ethyl Corporation
Post Office Box 49, New York 8, N. Y.
Please send me a free copy of "Professional Driving."

*Name*_____
(Please Print)

*Address*_____

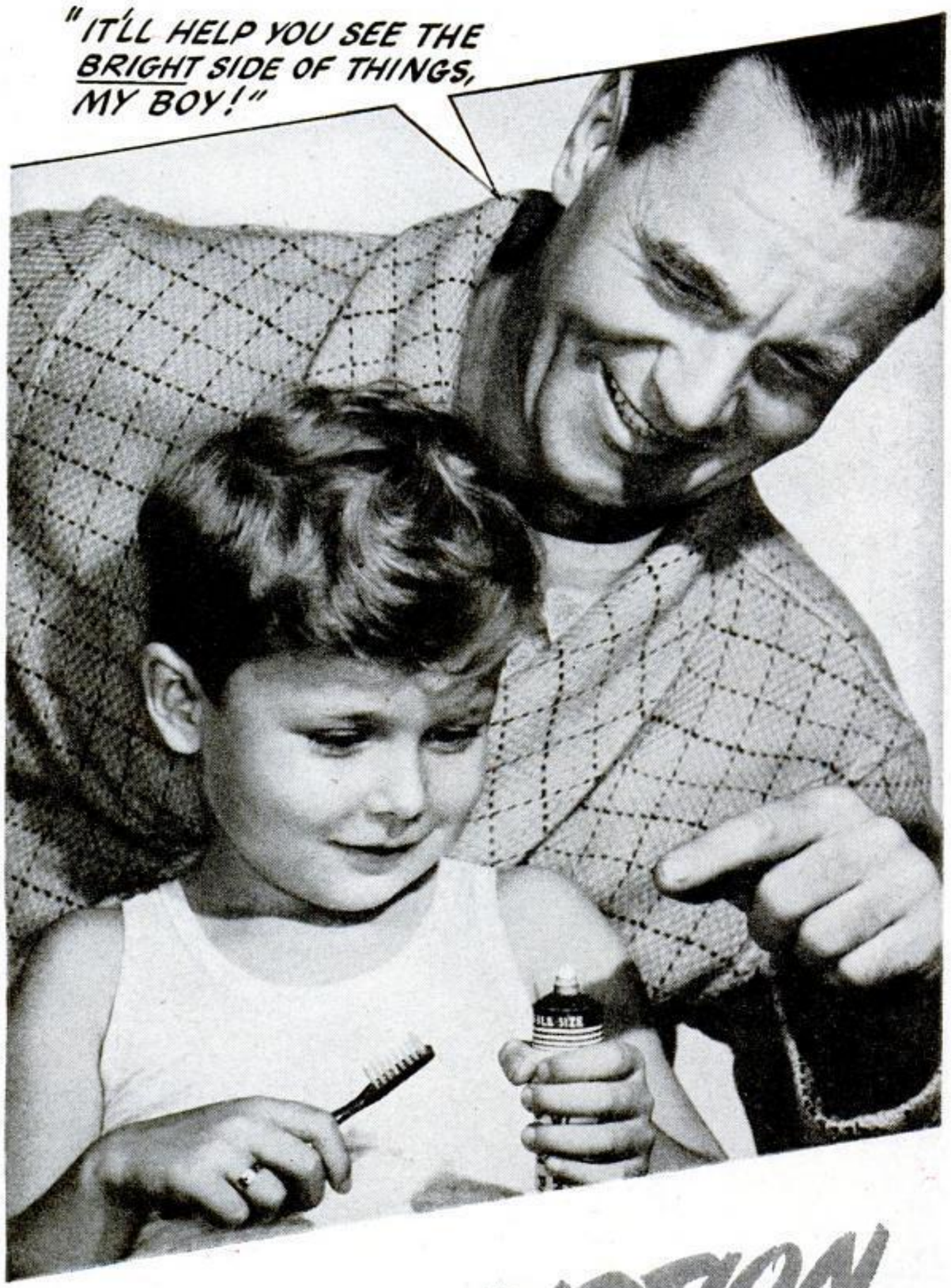
*City*_____ *State*_____

This One

RPDQ-7SL-XJYT

3

Copyrighted material



PRESCRIPTION FOR YOUR TEETH!

Parents are wise to introduce their youngsters to Listerine Tooth Paste early. It helps clean many of the very areas where more than 3 OUT OF 4 cases of decay start!

Here's a dentifrice specially designed to do a job of Pin-Point Cleansing on many of those danger zones—a cleansing "Prescription for Your Teeth" developed by experts who have specialized in Oral Hygiene for over 60 years. Is it any wonder that so many careful parents are enthusiastic about it?

Yes, it is a fact: There is a *difference in dentifrices!* Why not be sure that you use one that is specially created to do Pin-Point Cleansing? Try Listerine Tooth Paste for just 5 days . . . see if you're not delighted. Lambert Pharmacal Company, *St. Louis, Mo.*

JUST REMEMBER...

3 OUT OF 4

cases of decay start in tiny pits and cracks on tooth enamel—many of the very spots Listerine Tooth Paste's "Pin-Point Cleansing Action" was specially designed by experts to help clean. That's why it's just good, common sense to use it.



LETTERS TO THE EDITORS

TENTH ANNIVERSARY

Sirs:

Congratulations upon your 10th birthday and especially upon your anniversary issue (LIFE, Nov. 25).

Like a great man who claimed to have made history while mere historians were writing it, you too have made history while exposing it to your readers. The great contribution of your magazine is its ability to play simultaneously to both the peanut gallery and the front row of the orchestra —and enlighten each. . . .

DONALD NEVIUS BIGELOW

Danbury, Conn.

Sirs:

Reminiscing is indeed America's favorite indoor sport. You have made it pleasantly easy in your anniversary issue.

WILLIAM H. RENTSCHLER

Hamilton, Ohio

Sirs:

I'll keep this issue of LIFE to show to my kids. What better record of the years of my adolescence could I ask for?

BILL T. ALLEN

San Antonio, Texas

Sirs:

Your tenth anniversary issue was the best of all.

Being only 12 years old when LIFE became famous, how well I remember whispered conversations so we couldn't catch the drift of their huddle about your article, "The Birth of a Baby."

The movie was being shown at a downtown theater (Richmond, Ind.) and my twin and I were also absolutely forbidden to attend. Not until I studied biology in my 10th grade of

CONTINUED ON PAGE 7

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Change of Address: Four weeks' notice is required. When ordering a change *please name magazine and furnish the stenciled address from a recent issue.* If unable to furnish stencil imprint please state exactly how magazine is addressed. Change cannot be made without the old as well as new address.

Address all subscriptions and correspondence concerning them to: LIFE Subscription Dept., 540 N. Michigan Ave., Chicago 11, Ill.

Address all editorial and advertising correspondence to: LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y.

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GOTHAM HOSIERY COMPANY, INC.

200 MADISON AVE., NEW YORK 16, N. Y.

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GOTHAM HOSIERY CO. OF CANADA, LTD.,

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Better Health

Fresh fruits and vegetables stay fresh longer—
crisp, and flavorful, too, when kept in
Hotpoint's Hi-Humidity Storage Compartments.
The whole family will go for these
foods—eat better, feel better.



Better Looking

Sleek and trim inside and out!
Hotpoint's gleaming white Calgloss finish
and stain-resisting white porcelain interior
stay fresh and bright with just
a whisk of your dishcloth.



Better Freezing

It's easy to prepare frozen desserts in less time,
thanks to Hotpoint's new Stainless Steel Speed-Freezer.
With it you can be sure every recipe will be a winner!
It's really speedy, too, for it freezes ice cubes faster
than you ever dreamed possible.



Better Planning

You enjoy better meal planning—better
kitchen planning, too, with a Hotpoint
Refrigerator! Saves you time, work and
money! Ask your Hotpoint dealer to
show you the new Hotpoint Electric
Refrigerator today—It's backed by a
40-year reputation for dependability.

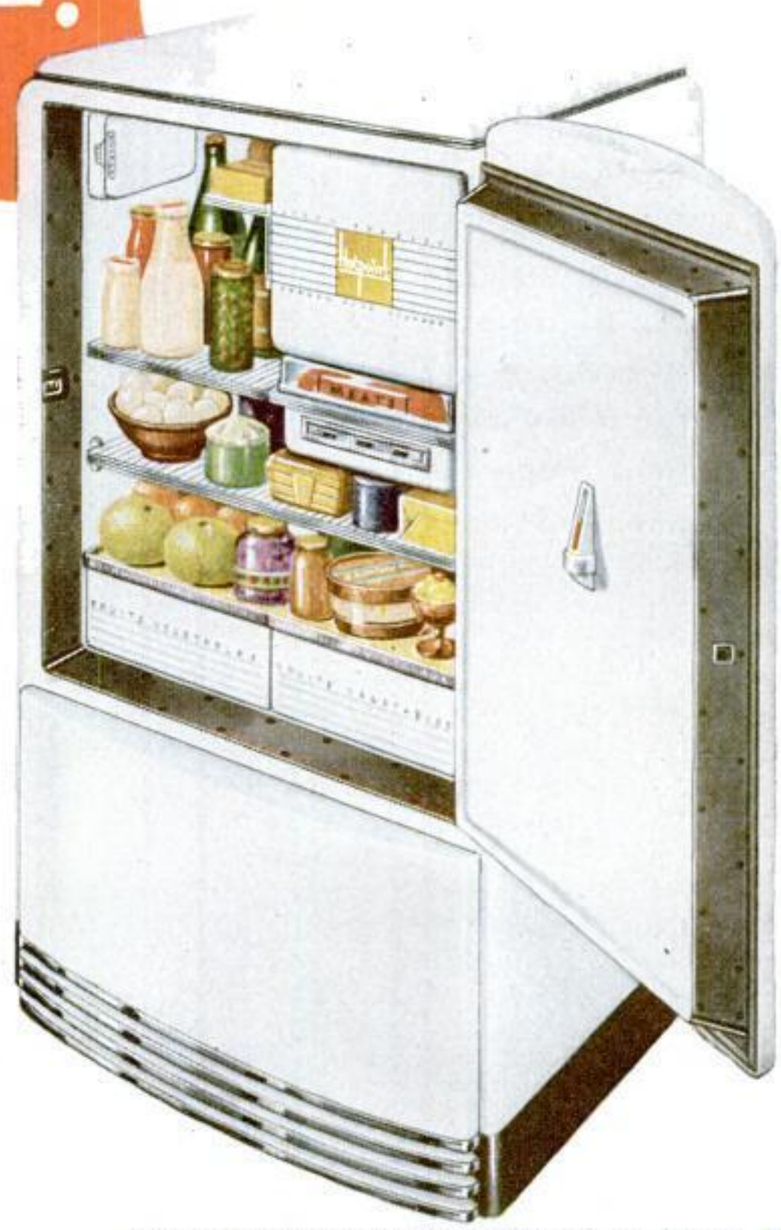
HOTPOINT Electric Refrigerators

--- make good homes *better!*



Better Features

Among the many handy features is a
new Butter Conditioner, exclusive with
Hotpoint. Keeps butter fresh and sweet,
and always at proper spreading consistency.
You take butter directly from the refrigerator
and spread it easily, evenly on fresh bread.



MAKE THESE 3 SIMPLE, sound comparisons and you'll find that the new Hotpoint is the refrigerator you've waited for! *First, Compare Quality!* Every Hotpoint feature is outstanding. *Second, Compare Performance!* See how every feature contributes to greater Hotpoint thrift, efficiency and durability. *Third, Compare Price*—and you'll be convinced! Value for value, feature for feature, Hotpoint is your best refrigerator buy.

Copr. 1946 Edison General Electric Appliance Co., Inc., Chicago

Hotpoint ELECTRIC REFRIGERATORS ... make good homes *better!*

Copyrighted material

WHAT TO GIVE A MAN FOR CHRISTMAS Who's "Got Everything"





GIVE HIM MENNEN SKIN BRACER. A WONDERFUL GIFT FOR ONLY $1.00

His favorite after-shave lotion is probably Mennen Skin Bracer. It's far and away the most popular in all America.

And its he-man aroma will really interest *you*.

GIVE HIM THIS MENNEN GIFT SET. HE'LL BLESS YOU FOR IT... AND IT'S ONLY $1.25

If he's old enough to shave, he knows about Mennen Skin Bracer, Shave Cream, and Talcum for Men. They're all here in this Mennen Gift Set — plus a handy bank for his tired razor blades.

GIVE HIM THIS MENNEN GIFT SET. ALL HE NEEDS FOR JUST $2.50

There's everything here to keep him well groomed! Mennen Skin Bracer, Talcum for Men, Skin Balm, Shave Cream, and a handy bank for his used razor blades.

FOR EARLY BIRDS AND LAST MINUTE SHOPPERS!

You can't make a mistake when you give Mennen Gift Sets to the men on your shopping list.

MENNEN *DeLuxe* GIFT SETS

Copyrighted material

You'll beam!

when you discover how wonderfully good it tastes!



And beam again!

when you discover Sunsweet Prune Juice helps regularity, too.



SUNSWEET PRUNE JUICE



Guaranteed by Good Housekeeping

Prepared and distributed by the makers of Mott's Fine Fruit Products

LETTERS TO THE EDITORS

CONTINUED

high school did I know why I was a twin and why my best girl friend wasn't.

JEANNETTE DUNN
Milwaukee, Wis.

CENSORSHIP

Sirs:

LIFE's Nov. 25 issue was banned from public sale in three southeastern Massachusetts counties because of the alleged indecency of Doris Lee's *Noon* and Angelo di Benedetto's *Lovers in the Cornfield*. No doubt had they been classics, no action would have been taken. Needless to say, any implications of indecency must have arisen in the minds of the censoring officials.

This capricious use of the power to censor threatens the spread of Boston's ill-famed censorship across the state. Most citizens are ashamed of the ignorance, narrowness or intolerance evidenced by such actions.

ROBERT H. MARDEN
Watertown, Mass.

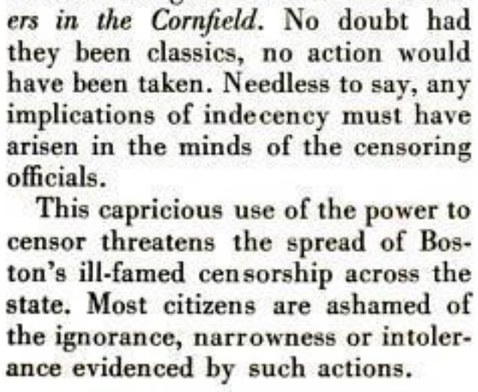
● LIFE's anniversary issue was banned in Bristol, Dukes and Nantucket counties. Lynn, Mass., champion banner of LIFE (8 to 10 times in 10 years), grumbled briefly but took no action.—ED.

CAKE SALE

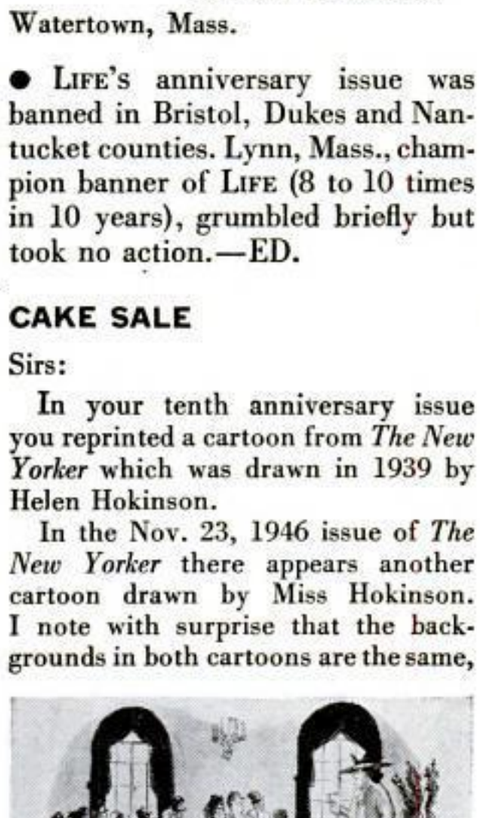
Sirs:

In your tenth anniversary issue you reprinted a cartoon from *The New Yorker* which was drawn in 1939 by Helen Hokinson.

In the Nov. 23, 1946 issue of *The New Yorker* there appears another cartoon drawn by Miss Hokinson. I note with surprise that the backgrounds in both cartoons are the same,



HOKINSON 1939



HOKINSON 1946

BOTH PERMISSION THE NEW YORKER
© THE F-R. PUBLISHING CORPORATION

except that the club membership has increased by one member. Also, the chairman has gained a little (?) weight.

It appears that Miss Hokinson is in a rut, but deep.

J. M. CONWAY
Bridgeport, Conn.

● Miss Hokinson says her ladies elected a new chairman quite recently—the old one tried to be too smart. Miss Hokinson herself had not noticed the addition of the new member but thinks it's about time—ED.

CONTINUED ON NEXT PAGE



Powers Models thrill over amazing beautifying action of this shampoo!

Even after the first shampoo—your hair sparkles for days with natural dazzling highlights

Powers Models—often called 'long-stemmed American Beauties'—must be wise to every beauty trick. And these stunning girls were among the very first to discover the *truly amazing* beautifying action of Kreml Shampoo—

Kreml Shampoo has been especially developed so that its rich, *active* foam actually *glamour-bathes* every tiny strand of hair to its natural sparkling brilliance. And your hair gleams like this *for days* afterwards.

Helps keep hair from becoming dry or brittle

This famous hard-water shampoo works like magic in *every* type of water. It *penetrates right to the scalp* and removes all loose dandruff as well as the dirt.

AND WHAT'S SO VERY IMPORTANT—Kreml Shampoo is one shampoo you can buy that has a beneficial OIL base. This helps keep hair from becoming dry or brittle and is wonderful to soften dry, brittle ends. Just notice how much softer and silkier your hair is.

Buy a bottle today at any drug, department or 10¢ store.

The Largest-Selling Shampoo With a Beneficial Oil Base!

KREML Shampoo

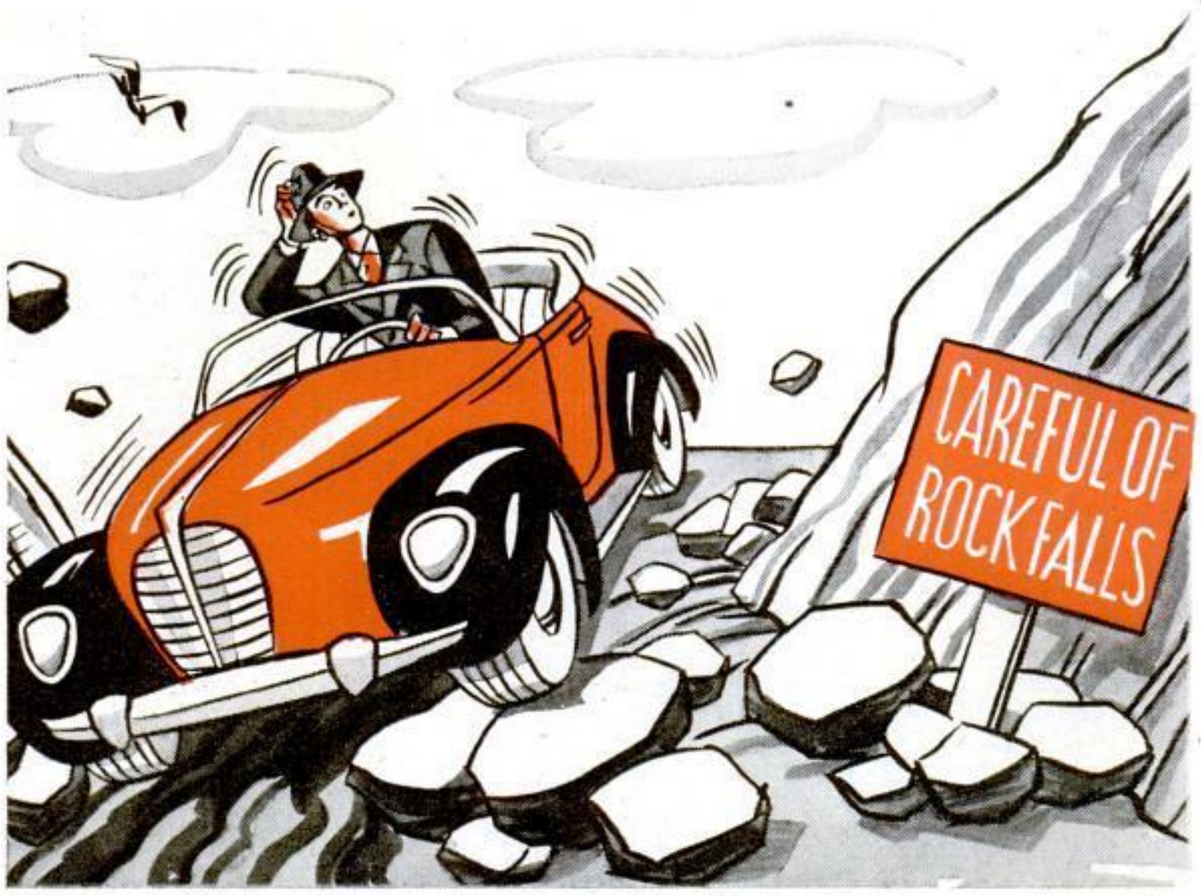
A product of R. B. Semler, Inc.

FOR SILKEN-SHEEN HAIR—EASIER TO ARRANGE
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC

Guaranteed by Good Housekeeping

Listen to "The New Adventures of Sherlock Holmes" every Saturday night over ABC network. See local paper for time.

Copyrighted material



If your car feels like *this*...it's time for

MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

Want your chassis lubrication jobs to last awhile, to wear-proof your car for weeks instead of days — a thousand miles instead of a hundred or so? Then stop at the nearest Texaco sign and ask for *Marfak* — the tough, stick-to-the-job chassis lubricant that's especially made to give you wear-resisting, long-lasting cushiony riding ease and smooth handling. *Marfak* is always applied by chart, never by chance! Ask your Texaco Dealer to give your car that "*Marfak* feeling" now!

TEXACO DEALERS

SKY CHIEF GASOLINE · FIRE-CHIEF GASOLINE · HAVOLINE AND TEXACO MOTOR OILS · MARFAK LUBRICATION · THE TEXAS COMPANY

Tune in . . . TEXACO STAR THEATRE presents the new Eddie Bracken show every Sunday night. METROPOLITAN OPERA broadcasts every Saturday afternoon. See newspapers for time and stations.

LETTERS TO THE EDITORS

CONTINUED

RITA HAYWORTH

Sirs:

My dream for 1946 would be what you've entitled "Editor's Choice."

I know that there are plenty of other men who will agree with me because that Rita Hayworth is really Mello-Rooney, Viddle-de-vop!!!!

ENSIGN DAVID FLOHR, USNR

Naval Air Station
Banana River, Fla.

CORN

Sirs:

Your picture of 7-year-old Allan Palmer (LIFE, Nov. 25), who is dwarfed by 2,500 bushels of his father's bumper 1946 corn crop, is very misleading to city folks. The crib in the picture won't hold more than 425 bushels.

JAMES SMALLEY

Muscatine, Iowa

Sirs:

. . . If there are any more than 750 bushels your camera does wonderful things. . . .

ALLEN B. PAUL

Urbana, Ill.

● LIFE erred, but so did Readers Smalley and Paul. The crib holds 1,200 bushels.—ED.

NEW FRONTIERS

Sirs:

In your story, "New Frontiers" (LIFE, Nov. 25), you say the Geneva steel plant is located "on a lonely Utah plain." But it is actually in beautiful Utah Valley, 40 miles south of Salt Lake City, and not on a "lonely plain" under any circumstances. When your photographer took this picture he turned his back on Utah Valley's sparkling Utah Lake (fresh water) and as breath-taking a ring of mountains as you would care to see. In this valley, protected by these mountains, are the towns of Lehi, American Fork, Pleasant Grove, Orem, Provo (a university town of about 27,000 inhabitants), art conscious (and famous) Springville, then Spanish Fork and Payson.

Only a tenement dweller afflicted with myopia would call lovely Utah Valley a "lonesome plain."

RUTH LOUISE PARTRIDGE

Provo, Utah.

Sirs:

• The loneliest I have ever been was standing in Times Square in New York City. That little valley in Utah where



the Geneva steel mill is located is anything but lonely. Some of the most beautiful scenery in the U.S. is in the canyons of the mountains you see in that picture.

JOSEPH HOLLAND

Salt Lake City, Utah

CONTINUED ON PAGE 10

PROVED! 3 OUT OF 4 MEN CAN NOW GET SMOOTHER, MORE COMFORTABLE SHAVES!

No matter how you've shaved before, it has been *proved* you can now get smoother, more comfortable shaves the Palmolive Brushless Way!

Yes, the new, different Palmolive Brushless Way to Shave has been *proved* to give smoother, more comfortable shaves to 3 men out of every 4 who tried it for just 7 days—then reported: "Beards easier to cut," said 79%! "Less razor pull," said 75%! "Closer shaves," said 69%! "Smoother feeling skin," said 82%!

Here's all you do: 1. Wash your face with soap and water. Rinse! 2. Soap face again. Do not rinse! 3. Apply Palmolive Brushless immediately, smoothing it upward into your beard. *This way, you get the full benefit of Palmolive Brushless' beard-conditioning effect!* Then shave.

Remember! 1,297 men have *proved* the new, different Palmolive Brushless Way makes beards easier to cut—gives smoother, more comfortable shaves to 3 out of 4 men tested! Now *you* try it, too! See if you don't get the smoothest, most comfortable shaves you've ever had!



MEDICO FILTERED SMOKING

The replaceable filter in Frank MEDICO Pipes

Cuts down nicotine, whirlcools smoke

Reduces tongue-bite, collects flakes and slugs, absorbs juices

Cleaner, cooler smoke enters your mouth

REPLACE FILTER WHEN DISCOLORED



PIPE $1 with box of 10 filters

Frank MEDICO

THE LARGEST-SELLING FILTER PIPE



Only these genuine filters give you genuine Medico-Filtered Smoking. Packed only in this red-and-black box.

S. M. FRANK & CO., INC., NEW YORK 22

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It's Murder in the Mirth Degree!



Paramount presents

Betty Hutton

and

Sonny Tufts

in

"Cross My Heart"



Plus 3 hit songs as only that Hutton girl can sing them

"LOVE IS THE DARNDEST THING"
"THAT LITTLE DREAM GOT NOWHERE"
"HOW DO YOU DO IT?"

Betty's a gal who can't tell the truth to save her life. Sonny's the lawyer who has a terrific case on her! And you're the folks who are gonna howl at 'em for ninety minutes on end!

...'n hope to die laughing!

with MICHAEL CHEKHOV

Produced by Harry Tugend · Directed by John Berry

Screen Play by Harry Tugend and Claude Binyon · Additional Dialogue by Charles Schnee · Based on a Play by Louis Verneuil and Georges Berr

Copyrighted material





When everybody's in a hurry . . . and tastes are critical . . .

Try this new instant coffee made especially for breakfast!



IT'S NO SECRET to anybody how *convenient* instant coffee is—especially in the morning, when the whole family's in a hurry.

"But," you say, "how good is this instant coffee? Show me an instant coffee that tastes as good as my favorite ground coffee—and I'll serve it every day."

"Fine," says Borden. "Either Borden's has it, or you don't pay. It'll taste every bit as good as your favorite ground coffee —for breakfast every day in the week— or your money back!"*

You see, Borden's was *made* for breakfast—not just for occasional use. It's all coffee—not a half-and-half "café"-type mixture! And what coffee! Serve it by the cup or by the pot—to the whole family—for every meal. If you don't love it, the treat's on us!

IMPORTANT:

Don't use too much Borden's. Remember, Borden's is 100% pure coffee. Use ½ to ¾ of a level teaspoonful.





* Use at least half a jar of Borden's. Then, if you don't agree it tastes as good as your favorite ground coffee, send us the jar with the unused contents, and we'll cheerfully refund your money. The Borden Co., 350 Madison Ave., New York 17, N. Y.

LETTERS TO THE EDITORS

CONTINUED

AMERICAN COMMUNISTS

Sirs:

I see where you take a crack at me in your interesting article, "Atomic Stakes" (LIFE, Nov. 11), in which you attempt to justify the Administration's atomic energy proposals.

As I recall it, you suggest that "the Russian propaganda line" is to "make Americans feel ashamed" of the monopoly of atomic armaments. And you cite as evidence a column of mine in which I discerned a "sense of guilt and fright" in John Hersey's piece on Hiroshima.

This is, of course, quite preposterous nonsense, for all sorts of Americans, along with American Communists like myself, have stressed this element of guilt in our current discussion of the atomic bomb. As for the sense of fright, I find it hard to believe that you seriously believe the Russians have to propagandize us on this score.

For example, only the other day the Council of Methodist Churches, if I'm not mistaken, decided upon a "day of atonement" because of the atomic bomb—would you seriously suggest that this typical action is an instance of a Russian propaganda line?

Your characterization of American Communists and other progressives as echoing Soviet propaganda is really quite wearying; its logical conclusion would be to deny all of us the right of analysis and speech simply because we might come to conclusions which coincide with those of the Russians.

I cannot agree that the Russians should be allowed a monopoly of accurate judgments, whenever they are accurate, no more than I believe the Russians should be allowed a monopoly of Marxism. Your position, so popular these days, would bar anyone outside of the Soviet borders from applying Marxism to the solution of their own country's problems on the thesis that Marxism is a monopoly of the Russians alone. I believe in free trade of the social sciences and particularly the science of Marxism and, as an American, I insist upon the right to be a Communist and apply Communist judgments to the problems of my own country irrespective of the fact that the Russians have successfully used the same science in the solution of their problems.

JOSEPH STAROBIN
The Daily Worker
New York, N.Y.

● Of course Russian propaganda did not create the American "sense of guilt about Hiroshima," but it plays upon this feeling in order to make us so ashamed of our monopoly that we will give it up without adequate safeguards. LIFE heartily endorses Communist Starobin's belief in free trade in social sciences. But until the American Communist party differs with Russian policy on any point, LIFE will regard American Communists as Russian propagandists rather than social scientists.—ED.

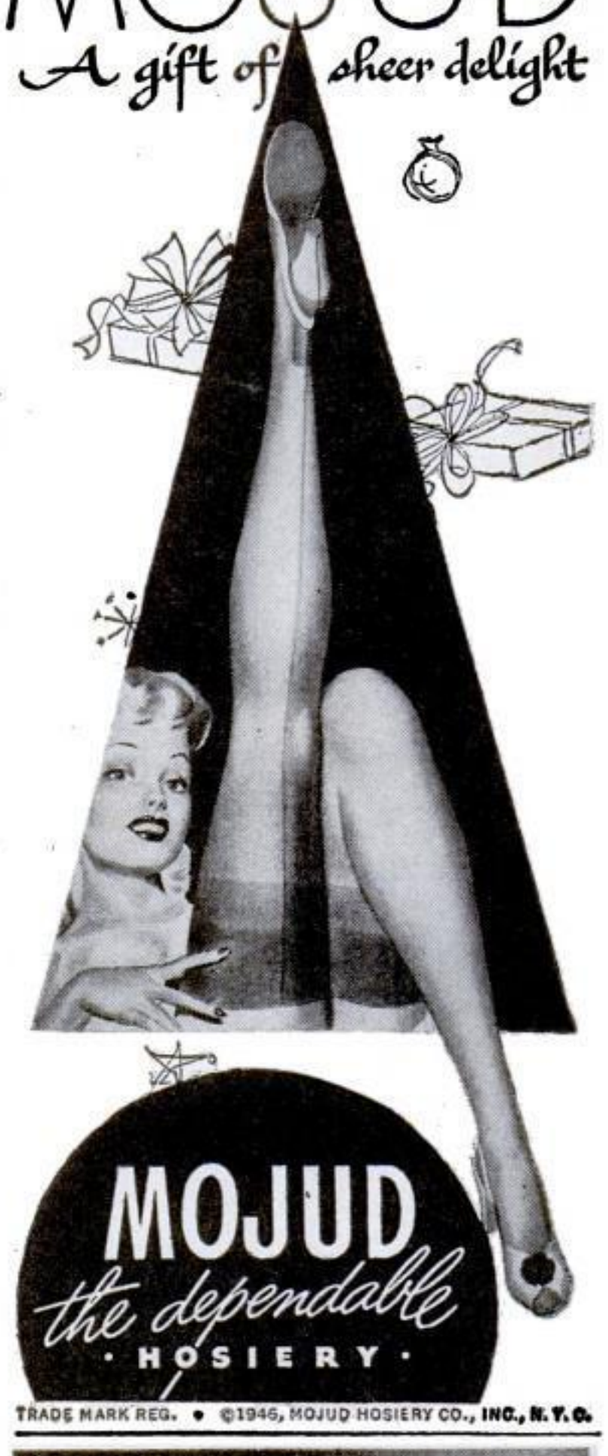
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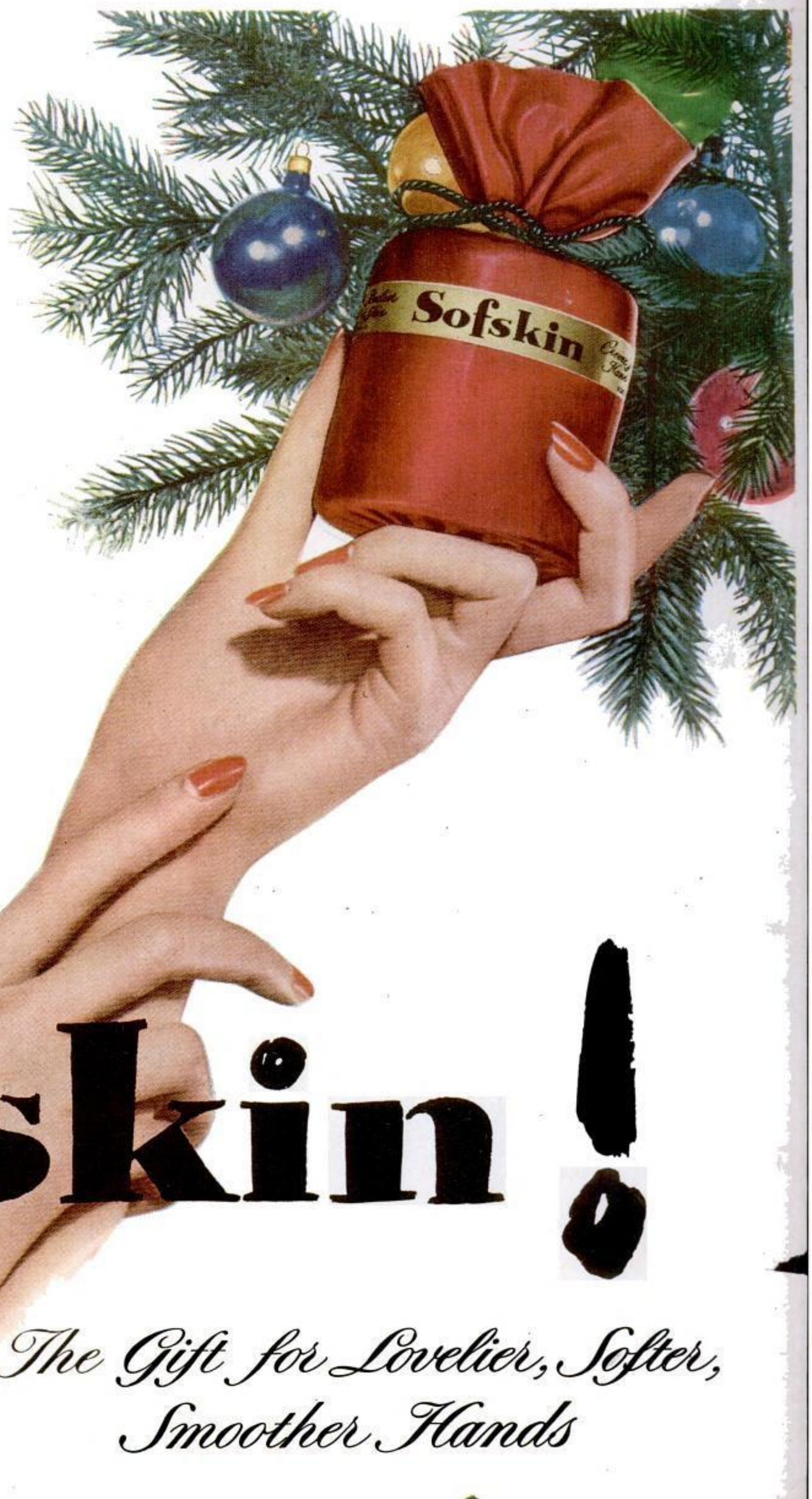
For best ways to cook ham, write Marie Gifford, Dept. 16, P. O. Box 2053, Chicago 9, Illinois.

Hand Picked · Sugar Cured · Tender Smoked

Oh, what a prize this luxury ham is for any holiday party! Sweet . . . mild . . . yet so rich in flavor . . . and the tenderest to cut. Only those hams that promise the tenderest texture—the most delicious flavor—are selected for the Armour Star label. And they are sugar-cured and slow-smoked over mellowing hickory and hardwood fires. Yes, because they are *luxury* hams they're still not plentiful. If your market can supply you, serve it this holiday way:

Holiday Ham: — Wrap Armour Star Ham in its glassine wrapper (or in waxed paper). Bake fat side up on rack in uncovered pan at 325°F. for 18-20 minutes to the pound. During last half hour, remove paper and rind, score fat. Glaze with 1 glass red jelly, diluted with ¼ cup hot water. Baste often with jelly mixture to assure a clear red glaze. Finish baking. Decorate with halves of green and red cherries. Garnish with real holly.

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• Now you can get quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Lectric Shave. Just dash a few drops on your face *before* shaving.



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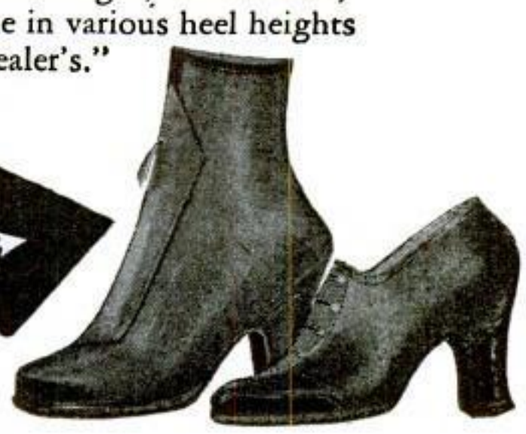
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WITH BOOTH INTERIOR DARKENED, thin film of chrome alloy on the glass reflects girl's image but lets enough light through so photographer inside can see her.

SPEAKING OF PICTURES

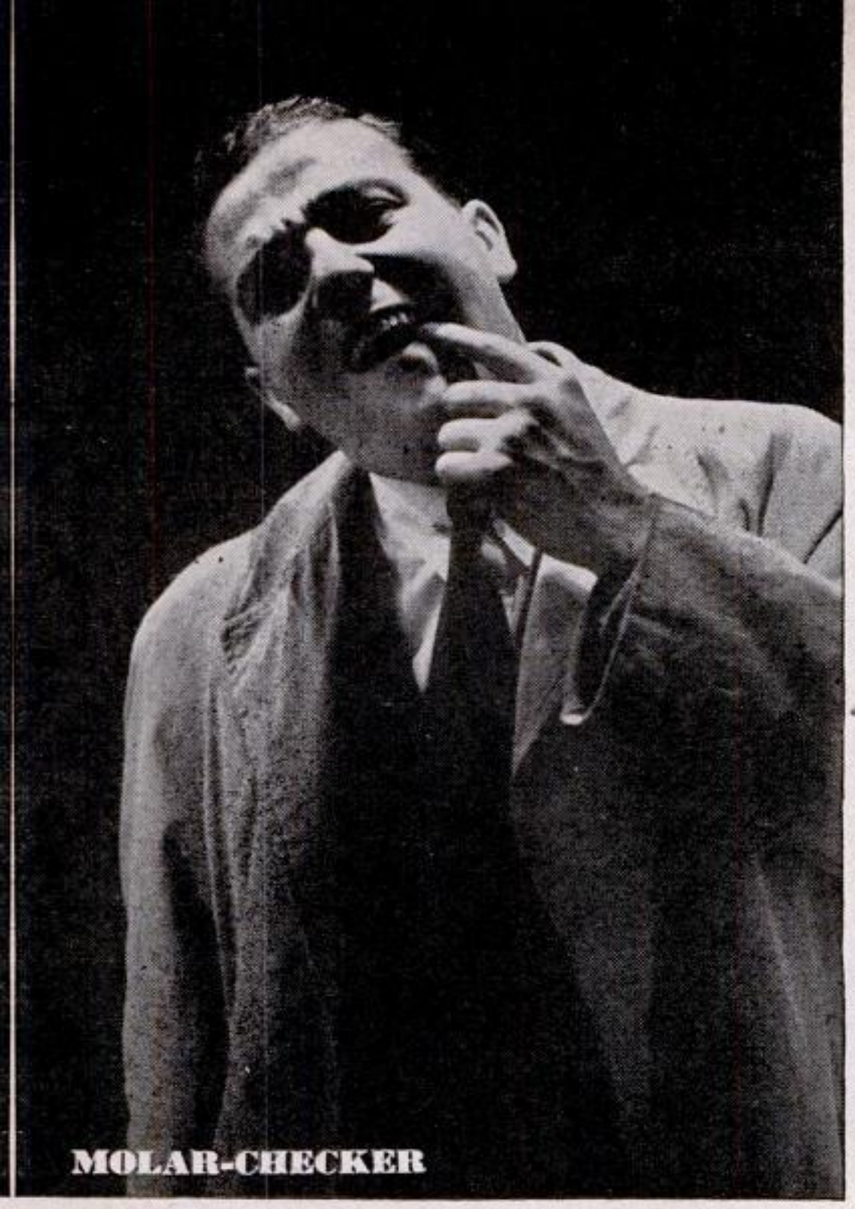
TRICK MIRROR SHOWS SOME HUMAN CONCEITS

The oddly active men and women who seem to be peering out from these pages are, in reality, engaged in the universally fascinating pastime of peering at themselves. To catch them at it in a Times Square theater lobby, LIFE recently set up a booth (*above and below*) equipped with an improved type of transparent, or "two-way," mirror. LIFE Photographer Yale Joel squatted behind the mirror which gave him a clear view of his subjects but gave the subjects no view at all of Joel—but only their own reflections. As with public mirrors everywhere, this one promptly got its share of open and covert attention. Females (*left*) performed the usual face-fixing, dress-twisting and hat-twitching. But the most revealing performances came from males (*right*), who usually deplore women's habits of primping in public. All day long they sidled up to the mirror to poke at dental work, haul at tight collars, tilt hats more rakishly, readjust their features and pull up their pants. After 13 hours of this, Photographer Joel climbed sweating from his stuffy booth with a remarkable record of the vanity of the human race.



WITH BOOTH INTERIOR LIGHTED, the photographer is visible. Mirror is made by Libbey-Owens-Ford Glass Co. for use in homes, hospitals, banks and offices.

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CHIN-TWEAKER

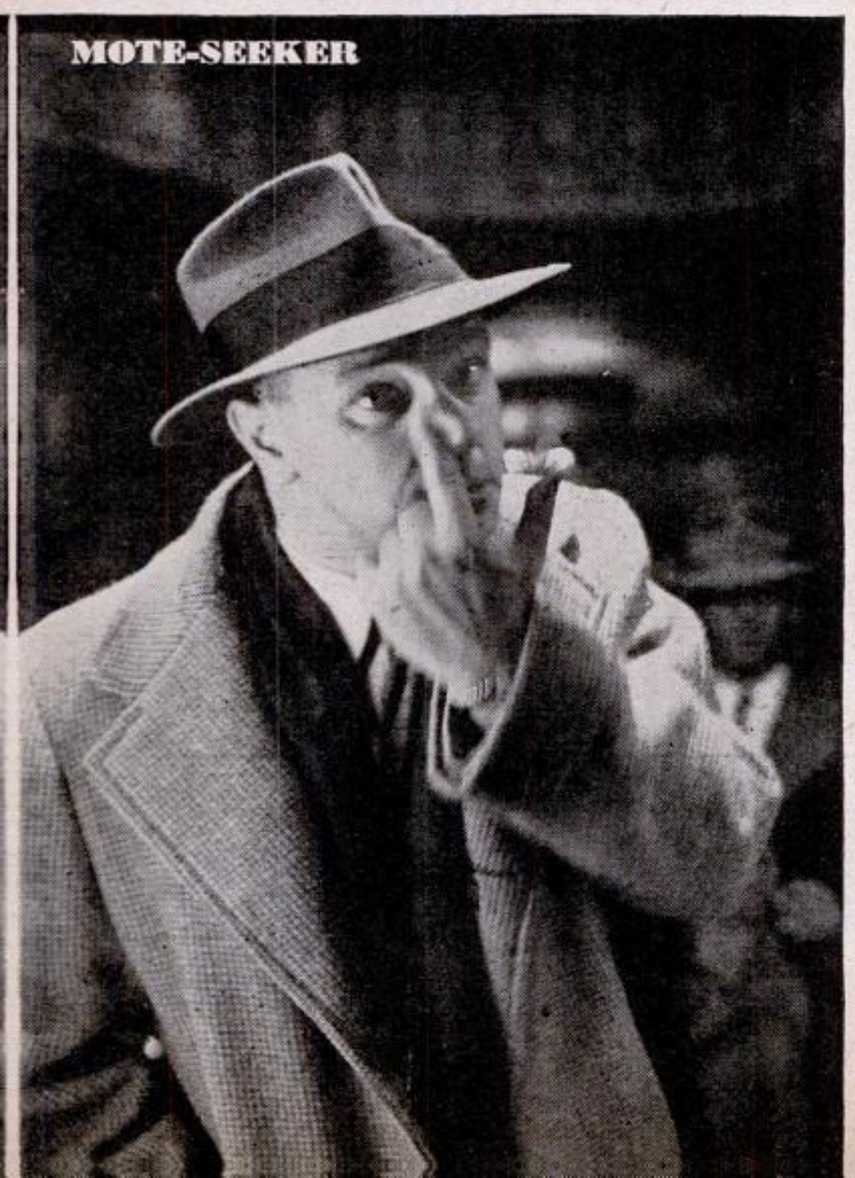


HAT-SETTER

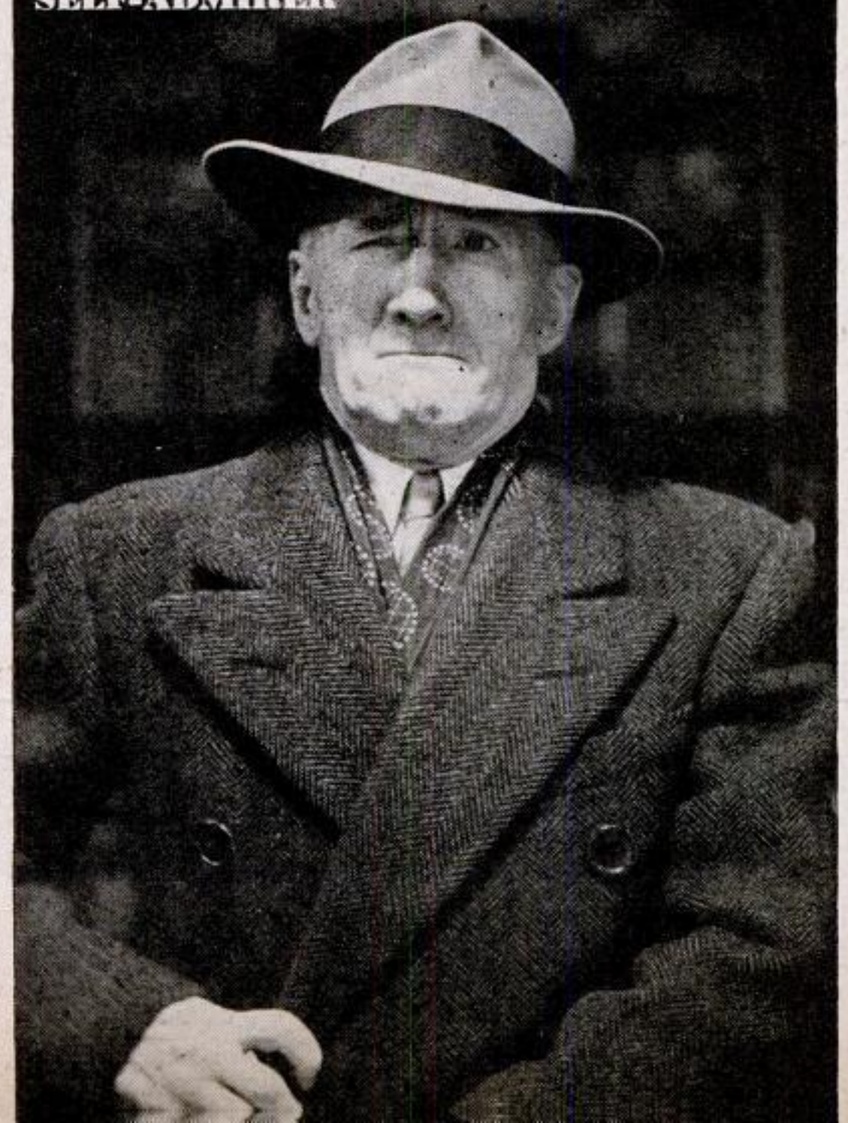


NOSE-BLOWER

MOTE-SEEKER



SELF-ADMIRER



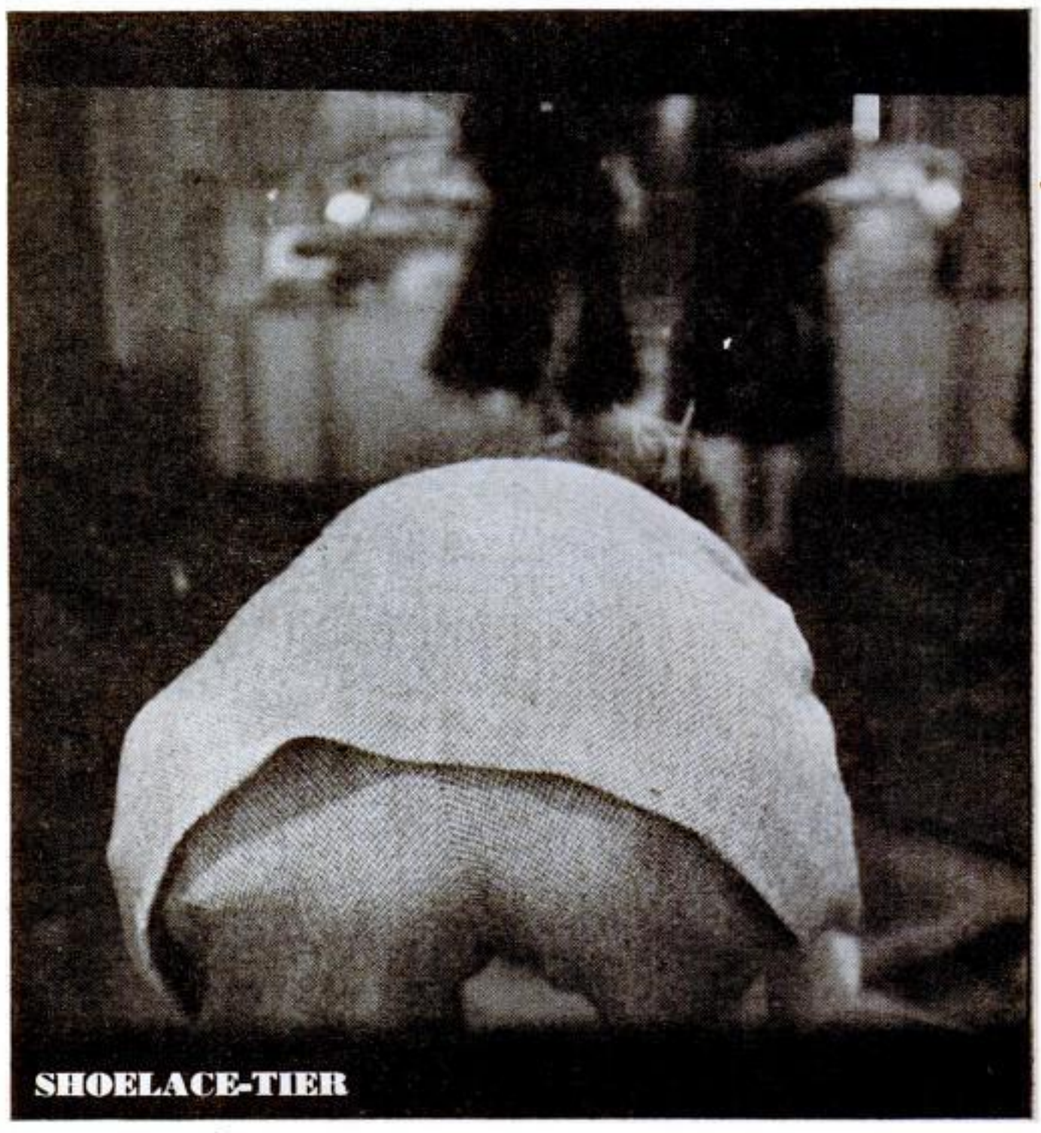
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New Gruen Veri-Thin Yale in handsome modern lines . . . $39.75

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The breathtaking beauty of a Veri-Thin Elaine . . . $55.00

3. "Bill! How did you know?"



Famous Air World watch . . . Pan American® Challenger . . . $71.50

4. "Dear . . . I'm . . . I'm speechless!"



The stunning Gruen Curvex® Huntress—to melt her heart! . . . $67.50

5. "This deserves a special kiss!"



Streamlined . . . aristocratic . . . the Veri-Thin Viscount, 14K gold . . . $92.50

6. "You angel! You're a mind reader!"



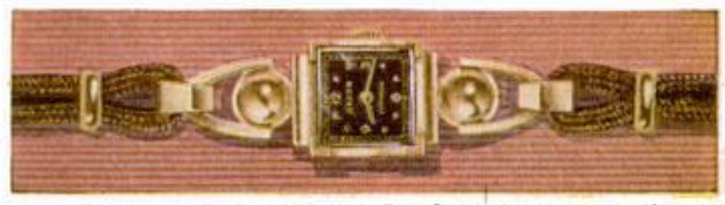
So proudly worn, Veri-Thin Socialite, 2 diamonds . . . $71.50

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An honor to give—Curvex Governor, 14K gold . . . $150.00

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To capture her completely! Veri-Thin Concordia, 14K gold . . . $125.00

9. "Oooh! A Gruen! It's exquisite!"

Veri-Thin Vivian, with two sparkling diamonds! 14K gold . . . $225.00

**10. "Darling—
you shouldn't have!"**

GRUEN
THE PRECISION WATCH

What's the sweetest Christmas story ever told? In one word—GRUEN—the proudest name in time. Other Gruen watches from $33.75 up to $4000 at Gruen jewelers only. Prices include Federal Tax. The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio, U. S. A. In Canada: Toronto, Ontario.

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Plenty of these old favorites now!

• OLD ENGLISH SPREAD, with a sharpness similar to aged English cheddars, is marvelous for both snacks and cooked dishes. • PHILADELPHIA BRAND CREAM CHEESE . . . the brand of rich, delicately flavored cream cheese that's guaranteed fresh! • VELVEETA is the smooth-melting cheese food that's so nutritious, and digestible as milk. • KRAFT CHEESE SPREADS offer you an array of eight wonderful varieties with flavors ranging from temptingly mild to zestful. All are so handy for snacks and sandwiches . . . and every one delicious.

New! Smo-kay... a savory blend of cheddar and hickory smoke flavors! It's marvelous for appetizers.

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The folks at Kraft invite you...

Dear Cheeselovers: *For the past five years our first responsibility has been to supply nutritious cheddar cheese to Uncle Sam. Now we're aging cheddar for you! That takes time. Of course, we have some. But just to supply all the Kraft American you cheeselovers want, for instance, we must have thousands upon thousands of long-aged cheddars to give it the mellow-rich flavor it's famous for!*

But right now we can invite you to revel in the many other grand Kraft varieties that are available. And more will be coming right along. Watch at your food store for these cheese treats . . . to feast on now and during the holidays ahead. ***The Folks at Kraft***

THE WORLD'S FAVORITE CHEESES ARE MADE BY *Kraft*



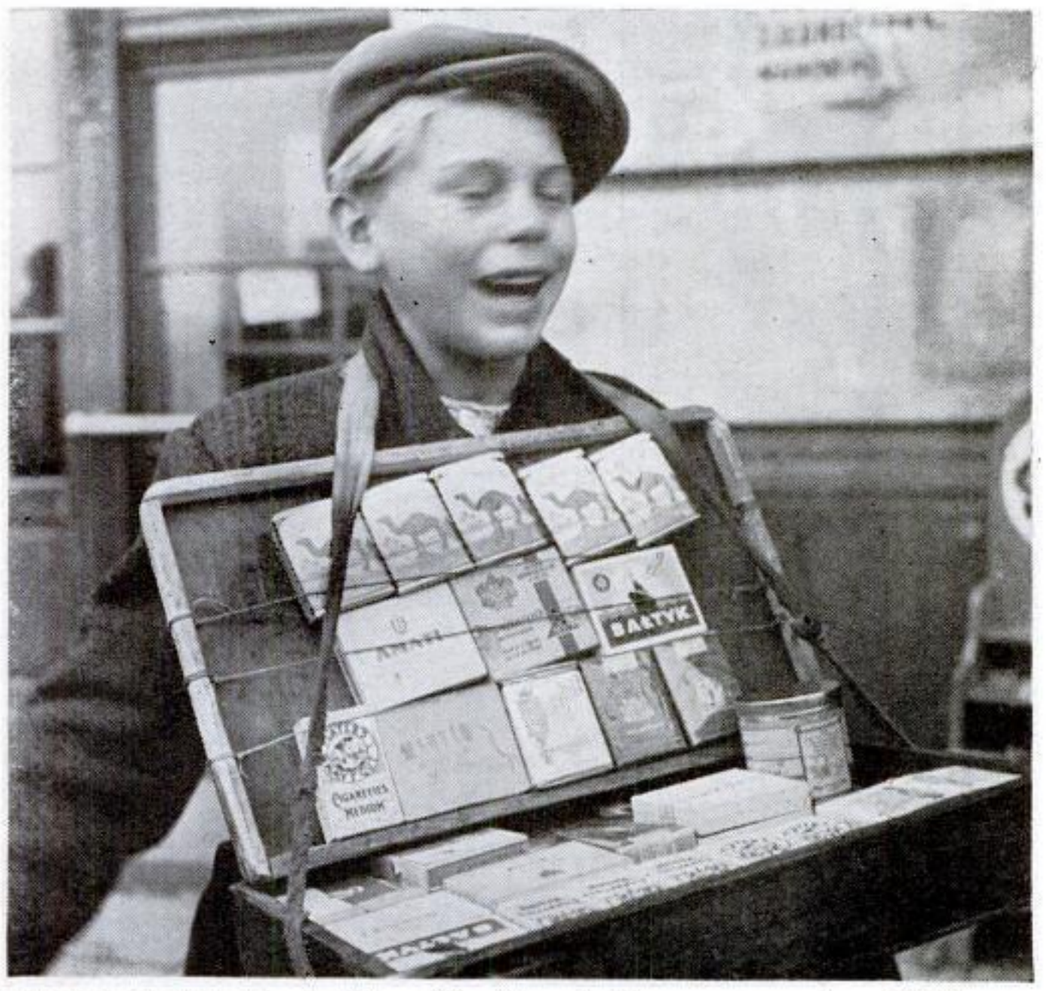
Some of this famous variety is available now. More coming!

Wondrous Kraft varieties you may not have tasted yet

• BURGETTE in the neat jar, has a hearty, convivial flavor . . . marvelously creamy texture. A new treat, just beginning to arrive in food stores. • MOHAWK BRAND is the delight of all Limburger lovers! • DAN-DEE, a golden spread with a zestful flavor *makes* a snack party! • CASINO BRAND brings you Camembert that's been aged to the perfect flavor and creamy-softness. • MACLAREN'S IMPERIAL, aristocrat of natural cheddar cheese—long-aged and sharp. Of course, not much MacLaren's Imperial is available, but it's well worth searching for. • CHANTELLE, natural golden cheese made *only* in quaint Galena, Illinois, captures the heart of all true cheeselovers. • KAY Brand natural cheddar made from pasteurized milk is a real triumph in cheese making. It's aged right in the wrapped loaf from which you buy slices.



LIFE'S REPORTS



U.S. CIGARETS are sold on "free" market by young vendor. Polish government workers buy UNRRA-shipped cartons cheap, resell to free market.

POLAND ABUSES UNRRA

Officials and most-favored citizens are getting the lion's share of food shipped from the U.S.

For many months the Polish government has distributed UNRRA supplies on a political rather than on a humanitarian basis. This practice has received little publicity in the U.S. despite the fact that it is in direct violation of the "no politics" principle underlying all UNRRA relief agreements. The facts on which the following report is based have been gathered by LIFE *from a number of sources within Poland itself.*

At Warsaw's Hotel Polonia, if you are willing to pay the price, you can drink vodka cocktails made with UNRRA grapefruit juice intended for Poland's undernourished children. On the main street, the Marszalkowska, peddlers clamor to sell you UNRRA cigarets, chocolate bars, sardines and even soap, which is one of disease-ridden Poland's greatest needs. By shopping around a little you can buy UNRRA coffee, UNRRA flour, UNRRA children's shoes—indeed almost any of the long list of food and clothing items shipped into Poland by the international relief agency with the highest of charitable motives.

UNRRA, operating on the theory that supplies can best be channeled through the normal pipelines of rationing and trade, simply turns its goods over to the Polish government. The government, busy nationalizing Poland along Russian lines, has used the supplies to subsidize itself and reward its friends. The result is a grim travesty of the charitable impulse. In the midst of Poland's dire poverty thrive restaurants which serve the finest steaks and pastries in Europe. True, they observe three "meatless" days a week. But on these days their customers are subject only to the hardship of selecting among goose, turkey, duck, chicken, partridge, guinea hen, hare, fresh salmon or whitefish. The clientele, of course, is strictly limited. For even a simple restaurant meal, in dingy surroundings, a Warsaw typist would have to spend half a week's salary. In fact lunch hour in Warsaw finds many workers just killing time because they have nothing to eat at all.

In return for its shipments, UNRRA has exacted a promise from the Polish government to distribute supplies without discrimination as to race, creed or political belief. Ironically, this very prom-

CONTINUED ON NEXT PAGE

The party's bound to be good

when guests get the compliment of Tavern Candlelight!



Candles appear at all the best parties, of course! But be sure yours are well-mannered Tavern Candles . . . that won't flicker, fume, or drip wax on your pretty tablecloths or furniture.

Dripless Tavern Candles are hand-dipped, at least 30 times, by skilled craftsmen in Socony-Vacuum's Candlecraft Studios. So they burn cleanly, in a deep cup shape that holds melted wax, helps keep it from dripping.

What's more, not one, but a variety of specially selected waxes are used in Tavern Candles. Another reason why they give such an even, flattering glow!

Light up your next party with Tavern Candles! You'll find them in many room-scheme colors and decorator lengths.



Star Tavern, Rusper, England

HAND DIPPED

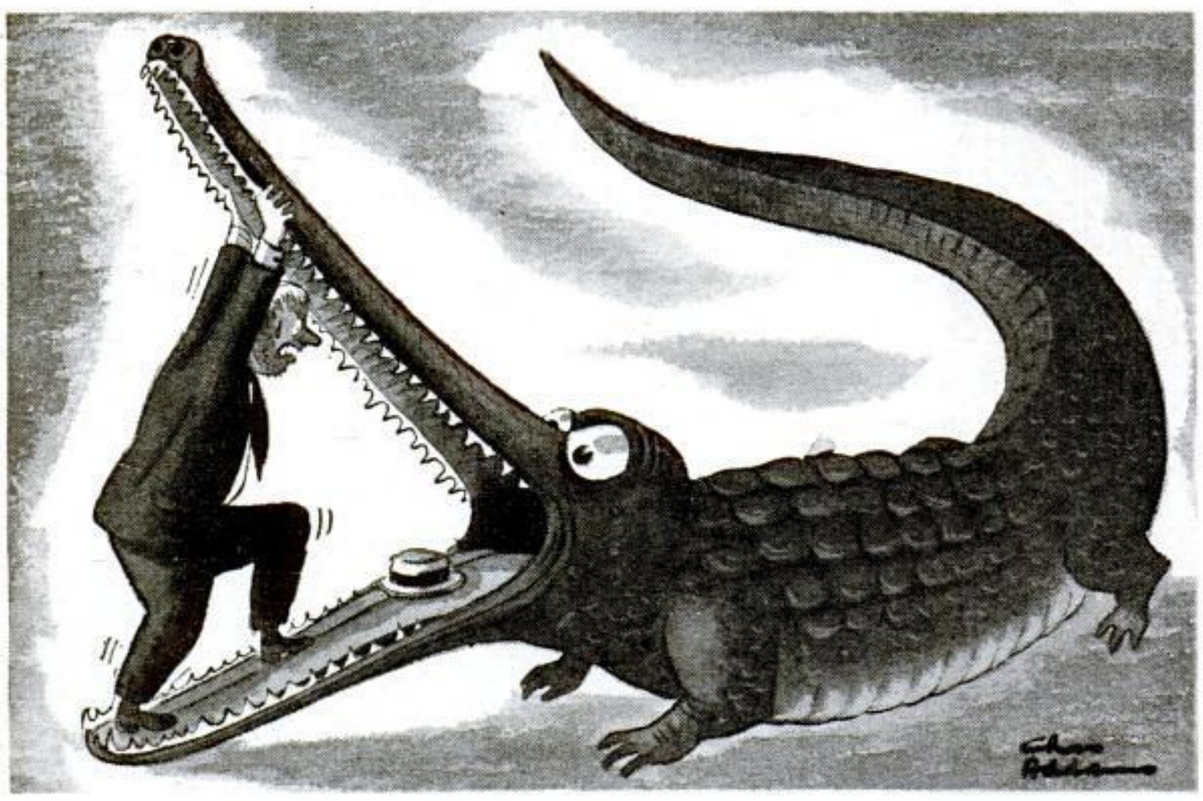
TAVERN CANDLES

Dripless

Guaranteed by Good Housekeeping

MADE BY THE MAKERS OF TAVERN HOME PRODUCTS

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Rather attack an alligator than shave?

DO YOU torture your face when you shave? Are you razor-shy? Then you have that combination found in many virile he-men...wiry, hard-to-cut whiskers and a tender skin.

And that will cause you no end of suffering...until you discover the fact that...



You need a heavier cream to shave a tender skin

MOLLÉ is a *heavier* cream...a brushless cream that tames the toughest whiskers...and makes child's play of shaving lighter beards. Because Mollé is *heavier*, it not only *softens* your whiskers, it *holds 'em up straight* ...so your razor just coasts through them.

You shave faster, you shave closer, you shave easier, and you shave *painlessly* when you use Mollé. Try it. Pronounced "Mo-lay."



IN TUBES OR JARS

ise is used by the government as justification for favoring its own employes. The promise, say officials, means that the government must help the most deserving. Obviously the most deserving are those who work productively for their country, *i.e.*, civil servants and workers in nationalized industries. Thus Class I ration cards, calling for highest allowances, go to officials of the Communist-Socialist bloc parties, bureaucrats, government employes, the militia and the security police. Others who get Class I cards are journalists, artists, clergymen and employes of private industries which sell at least 75% of their output to the government at the government's artificially low price level. Class II cards go to housekeepers, public pensioners and employes of private industries which sell 50% of their product to the government. Class III cards go to people over 60, unemployables and workers in private industries which sell 25% of their goods to the state. Some 3,000,000 Poles who run their own businesses or work in private industries which do not sell to the government have to get along as best they can without any kind of ration card. So do 12,000,000 Poles who live on farms and therefore are considered self-sufficient.

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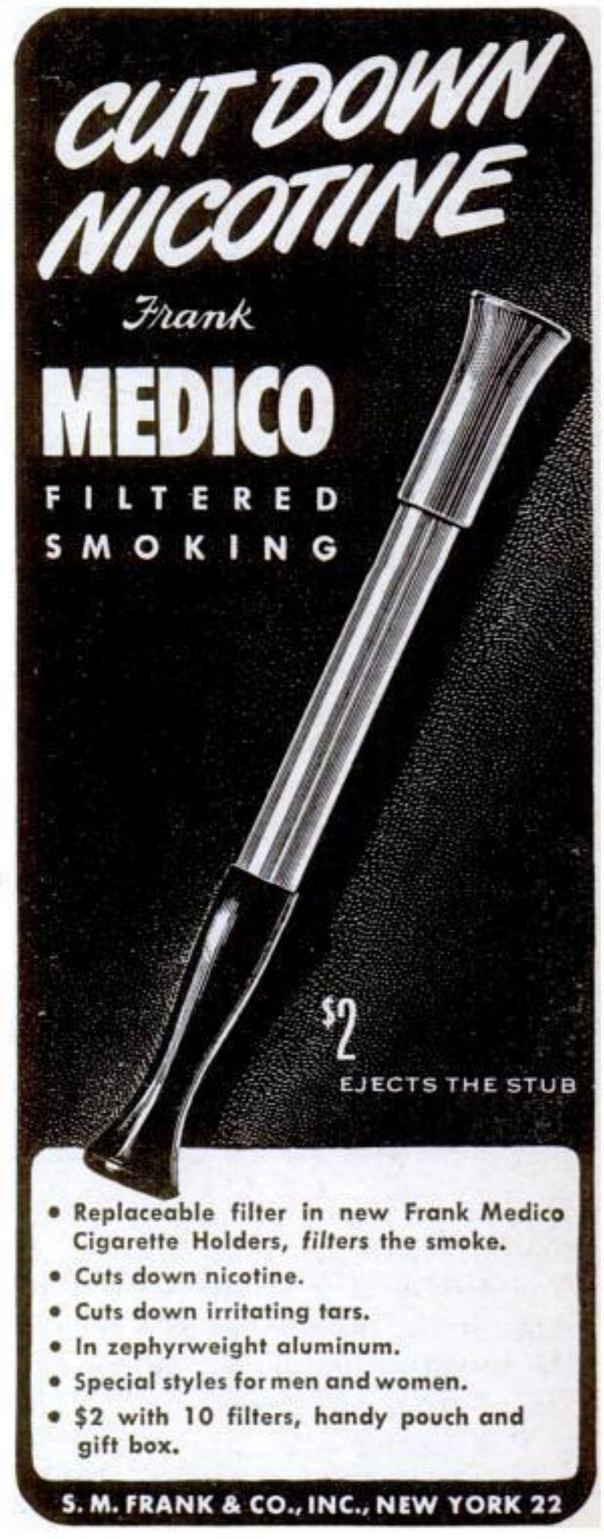
Possession of a Class I card is a great privilege. In October for example, a cardholder was entitled to buy, among other things, 4½ pounds of UNRRA flour for less than 1¢ a pound (in U.S. money) and two pounds of UNRRA canned meat at 6¢ a pound. If he so desired, he could then sell these goods on the "free market," or legalized black market, for 30¢ a pound for the flour and anywhere from 90¢ to $1.15 a pound for the meat.

Besides food, clothing is also distributed by ration card and much of it eventually finds its way into the free market. In early fall one government official bought one pair of men's shoes and two pairs of children's shoes at a total of 2,000 Polish zlotys, which are worth about 1¢ each in U.S. money at the official exchange rate and actually worth about 1/10¢ each. He sold the children's shoes for 7,000 zlotys, which meant that he got his own shoes free and made a profit of 5,000 zlotys in addition. After fur-lined lumber jackets from Canada were recently sold to lucky cardholders at

CONTINUED ON PAGE 22



Soon at your favorite motion picture theatre



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FOR CHRISTMAS GIVE RCA VICTOR RECORDS — THE GIFT THAT KEEPS ON GIVING



KARSH, OTTAWA

Gladys Swarthout's "CARMEN" BLAZES WITH FIRE AND COLOR!

You'll hear the "liquid fire and velvet" of Gladys Swarthout's glorious voice—singing her greatest role! She's the gypsy Carmen . . . enticing, arrogant, heartless. She makes brazen love in the insinuating *Habañera* and the seductive *Seguidilla*. Her *Gypsy Song* accompanies a madly whirling dance. In the ominous *Card Scene* she reads the warning of death—and boldly meets her fate in the *Final Duet*. It's an intensely vivid performance—warm and exciting—Swarthout at her best!

You will hear several other famous "Carmen" scenes; other featured artists include Licia Albanese, Robert Merrill, Erich Leinsdorf and Robert Shaw. Eleven illustrated pages, bound into the "Recordrama" album, help you "see" the opera. RCA Victor Red Seal Album M/DM-1078. $7.00, exclusive of taxes.



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Christmas

Get the Fountain Pen that Gives You

THE RIGHT POINT FOR THE WAY YOU WRITE

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Esterbrook

RENEW-POINT FOUNTAIN PEN

600 zlotys, many of them soon showed up on the free market at prices ranging from 5,000 to 6,000 zlotys. Much of UNRRA's cloth for suits, which is distributed to Class I cardholders at the rate of 3½ yards each six months, also is resold on the free market at about 10 times the ration price.

Over and above their extra rations, the bureaucrats also get frequent allotments of food free out of UNRRA supplies. In the Ministry of Reconstruction, workers with a family of three recently received as one month's free allotment 13 pounds of sugar, 13 pounds of flour, 4½ pounds of jam and 6½ pounds of fats, plus some tea, salt, macaroni, canned foods and evaporated milk.

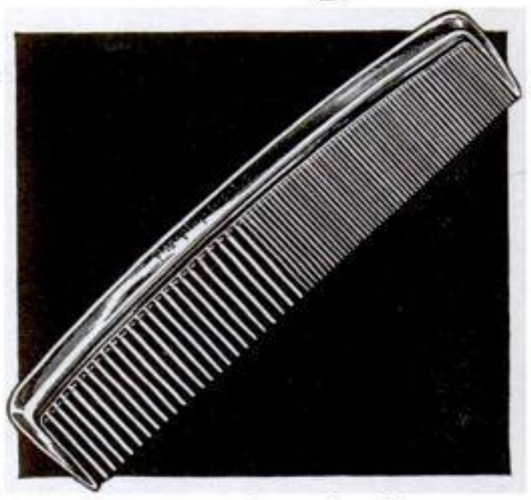
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Government employes have been able to buy all the American cigarets they want at 116 zlotys a package. They can sell them at 200 zlotys, the standard free-market price, buy a package of Polish cigarets for 80 zlotys and thus make a profit of 4 zlotys while smoking a package of Polish cigarets free. The effect of such dealings is to increase greatly the incomes of government workers or, in another sense, to make UNRRA pay a good part of their salaries. In cash pay they receive from the government only 3,000 to 10,000 zlotys a month. Their special UNRRA rations and allotments make up the difference between their low pay and relative prosperity, either in the form of higher living standards or in cash made in the free market. The government is already planning widespread pay raises to make up the difference after UNRRA expires the first of the year.

•

Although some members of the UNRRA mission here are outraged at this sort of favoritism, most of them seem to view it with a resigned acceptance. During the summer school vacation, UNRRA discovered that Polish children were getting only four or five quarts of milk a month and pressured the government into raising this quota to 20 quarts by cutting off supplies from adult cardholders. UNRRA has also persuaded the government to set aside 10% of its cloth for children and institutions for the sick and aged. But the biggest share of UNRRA supplies still goes to those at the head of the line, and nobody does anything about it.

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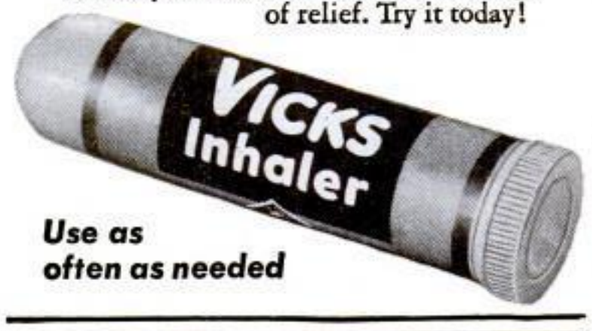
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CONTENTS

THE WEEK'S EVENTS

ATLANTA HAS WORST HOTEL FIRE IN U.S. HISTORY 27
EDITORIAL: RUSSIA BY THIRDS 30
WILSON WYATT QUITS 31
BILBO FACES SENATE HEARING 32
ETONIANS PLAY TRADITIONAL WALL GAME 34
MEXICAN PRESIDENT IS INAUGURATED 36
NEW YORK'S ROOKIE COPS GRADUATE 37
OAKLAND HAS GENERAL STRIKE 38
LEWIS FINED FOR CONTEMPT 40
MEXICANS FIND LOST BONES OF CORTES 43

ARTICLE

COLDS, by FRANCIS SILL WICKWARE 106

PHOTOGRAPHIC ESSAY

BOER FARMER 97

MODERN LIVING

JET FURNACE 51
PAPER-DOLL GIRLS 84

DANCE

BALMY BALLERINA 59

NATURAL HISTORY

FROG'S EYELID 65

MOVIES

"THE BEST YEARS OF OUR LIVES" 71

ART

HOGARTH 77

ECONOMICS

THE REDISTRIBUTION OF U.S. WEALTH 91

RADIO

RADIO JINGLES 121

OTHER DEPARTMENTS

LETTERS TO THE EDITORS 4
SPEAKING OF PICTURES: TRICK MIRROR SHOWS HUMAN CONCEITS .. 14
LIFE'S REPORTS: UNRRA IN POLAND 19
LIFE VISITS AN AMERICAN GIRL IN FRANCE 128
LIFE'S MISCELLANY: BABOON TRAP 134

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The photographic essay on the Boer farmer (pages 97–104) was taken by Nat Farbman (*right*) and Pat English, LIFE's husband and wife photographic team. Nat and Pat are now on their first overseas tour of duty, which has already taken them through Italy, Greece, Austria and South Africa. Pat, who was formerly a fashion model, learned photography from Nat soon after they were married six years ago.

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For Daddy with Love

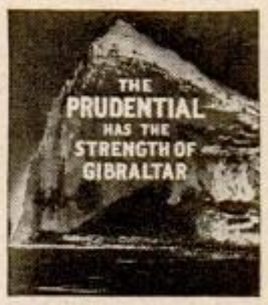
A calendar cut out at kindergarten—an ash tray molded and baked at school—a tie-rack . . . what father hasn't a collection of such Christmas treasures handmade by little fingers with serious and tender care?

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Vol. 21, No. 25 December 16, 1946



IN FIRST STAGES OF THE HOTEL WINECOFF FIRE, PANIC-STRICKEN GUESTS LOWER ROPES OF BEDSHEETING WHILE FIREMEN TRY TO REACH THEM WITH LADDER

WORST HOTEL FIRE IN U.S. HISTORY

At 3:30 a.m. on Dec. 7 an elevator operator in Atlanta's Hotel Winecoff smelled smoke as her car descended. Her frightened warning sent the hotel's night clerk racing up the stairs. As he reached the third floor the glare of fire drove him back. Plugging away at his switchboard, he called the fire department, then one room after another as fast as he could yell. But in a moment the telephone wires went dead. The rest of the 285 guests sleeping in the 15-story building had no warning at all.

They were awakened by the smoke, the heat, the crackling flames or—finally—by the cries of their fellows. Even before the firemen arrived the windows were spurting flames. Soon the whole façade was alive with frantic men and women climbing along the ledges or trying to escape down ropes made of torn bedclothes (*above*). The firemen had a bitter choice—to let the fire burn unchecked and raise ladders to as many as they could, or to turn on hoses which would obscure the building with smoke and steam.

For an unbelievable half hour, while the firemen tried with their ladders, at least 20 people fell or jumped away from the flames to death on the sidewalk. By the time the pale winter sun rose over Atlanta, the worst hotel fire in U.S. history had killed 115 people.

As always in scenes of panic, there was amazing heroism. Major Jake Cahill waited with his wife behind a closed door, though his aged mother was in a room down the hall, until a ladder reached him. Once safe on the ground, he crossed the alley to another building, got a plank, went to a window across from his mother's room and spanned the alley with the plank to rescue her. But while Major Cahill led her across this precarious bridge, someone went through the coat he left behind and swiped his fountain pen and travelers' checks.

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TRAPPED IN HER ROOM, with a barred window, this woman tried to get a breath of air and waited for firemen to reach her. When they arrived they found her kneeling as if at prayer, dead.



MOTHER AND THREE CHILDREN are removed after they burned to death. Another mother threw her son out the window onto pavement. He moved feebly, only once, and then lay still.



IN THE BEFORE-DAWN DARKNESS, FLAMES GUSHED FROM HOTEL WINDOWS

WITH NO FIRE ESCAPES ON BUILDING VICTIMS WERE TRAPPED IN THEIR ROOMS

The Winecoff was classed as a "fire-resistant" hotel. But there were no fire escapes on the outside walls and the 285 guests, finding passages through the corridors impossible, were trapped. Some of them, with the fire searing their backs, decided that they had to jump (*see opposite page*). Some waited in vain hope. One man, clinging to the outside of his window sill, roasted to a crisp but did not let go even in death. Some gasped out of their open windows for a breath of air, prayed for rescue, but died (*see left*). But others did not even get to the window (*see below*). When firemen finally poked through the charred shell of the 33-year-old hotel, they could find no sign of what had caused the fire. But they did find the body of Frank Winecoff, builder of the hotel.



CHARRED WALLS show intensity of the heat which suffocated this man on his bed. Newly painted interior helped the flames race through the hotel

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A WOMAN WHO COULD FIND NO OTHER WAY OUT
LEAPS FROM THE FLAMES TOWARD HER DEATH

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EDITORIAL

RUSSIA BY THIRDS

WE MUST DISTINGUISH A HOSTILE GOVERNMENT AND A NEUTRAL NATION FROM A FRIENDLY PEOPLE

The friendliness of the American people toward Russia reached a high point in 1945 and has been declining ever since. So say the Gallup and Roper polls. By September 1946 a Gallup poll found 62% of Americans confessing that their feelings toward Russia had become less friendly than a year ago.

That was a year in which the Soviets suppressed political freedom in eastern Europe, stirred up trouble in Iran, looted Manchuria, made tedious and insulting speeches in Paris and generally threw wrenches into the peace machinery. Hence this "less friendly" feeling for Russia is not surprising. It may be accounted as a step in the education of the American people in world affairs. It is not a very long step, however, and if we leave it at that it may even turn out to be a step backward. For there is something naive about this easy personification of nations, this readiness to classify them as friendly and unfriendly, the way high-school kids classify each other as droopy or solid. Different nations have different characteristics just as people do, but they are not that simple. The next step toward sophistication in our public opinion on Russia is to be clear on just what we like or dislike about it, what we fear and what we hope.

Adam-zad

Some Englishmen, with their customary forehandedness, have already taken a stance toward the Russians which seems the very essence of sophistication but is actually even blinder than our own cloudy and generalized mistrust. This stance may be called the aristocratic, and it has a strong snob appeal to certain kinds of American ("My dear Lady Decies, I couldn't agree more"). It starts out with a parable (a little shopworn by now):

Three people in evening clothes are playing cards after an excellent dinner when gradually, through the glass door to the kitchen, they become aware that a bearded, dirty and powerful tramp is looting the refrigerator. What should they do? Ignore him? Chase him away? Or invite him to sit down with them and make a fourth? The latter is supposed to be the civilized course. You are reminded, with quotations from Kipling, that Adam-zad ("the bear that walks like a man") is not the easternmost European but the westernmost Oriental; that he is an uncouth bounder, just a peasant really, but terribly sensitive and anxious to join our Anglo-Saxon club; that if we are patient with his inferiority complex, he will soon learn good manners just by association with us. After all, as the London *Economist* quotes the gossip, Madame Gromyko never wore shoes until she was 16. So don't let us lose our tempers. *Noblesse oblige.*

This aristocratic stance is tempting because it flatters us. But it does not flatter the Russians, and it is based on a very superficial reading of their national character and the character of their regime. It makes no distinctions between Russia past and Russia present, nor between the Russian people and their rulers. Yet to make distinctions is just what we should do.

There are three main things to distinguish: the Russian government, the Russian nation and the Russian people. Toward the first, the American people must for the present be hostile; toward the second, neutral, but the third are our friends.

The Russian government is a more pervasive tyranny than the czar's ever was. Is it any of our business what form of government another country gets? It cannot be our State Department's business, for we have diplomatic relations with the Soviets and it is very bad diplomacy to come between a people and their government. But it can be our business as American citizens to condemn the methods and principles of this regime. Two Soviet policies in particular have repeatedly obstructed the growth of real peace between America and Russia. The first is Communist messianism, which has exaggerated enormously and unnecessarily our few real conflicts with the legitimate aspirations of the Russian nation. The second is Communist isolationism, which has drawn an iron curtain between the Russian and American people.

The Trojan-Horse Problem

The Russian nation is of course no newcomer to the game of power politics and no mere tramp in the kitchen. Her diplomats have had their victories no less renowned than her generals, from Prince Potemkin to Count Witte; and *much 19th Century history* revolved around the great diplomatic duel between Russia and Britain. Since 1939 Russia has annexed 274,000 square miles of Europe and Asia and brought eight independent countries within her sphere of influence. Practically all that square mileage represented the recovery of lands held by Russia before 1918; and most of the new spheres of influence were either controlled or ogled by many a czar. Thus there is a continuity in much Russian "imperialism" which gives it an almost legitimate cast—as legitimate as power politics can ever be. European diplomats have long recognized that Russia really needs a warm water port, for instance, and that the Montreux Convention governing the Dardanelles was not divinely inspired.

But what if, in pressing these "legitimate" Russian claims, the Soviets turn them into instruments of social disruption? It is not just Russia that is expanding; it is a messianic dream whose prophet Lenin (echoed by Stalin) said most explicitly that he sought the worldwide overthrow of capitalism. Who declared this holy war? Not Russia, but a handful of fanatics. Russia is their vehicle, their Trojan horse, just as their Communist parties abroad are Russia's. Today there is virtually no distinguishing between the two. In the name of human liberty, America is bound to resist the spread of Communism. In doing so we must perforce resist Russia. Perhaps we should have had to resist Russia anyway in some places (such as Manchuria) for the same balance-of-power reasons that motivated the British in their long and relatively peaceful duel. But we have had no chance to try our hand at that kind of peace-waging, for the Soviets will not let us separate the Russian interest from the supposed interest of the world proletariat. This we must hold against the Soviet government; it has made it well-nigh impossible for us to feel correctly neutral toward the Russian nation.

Far more serious than this, however, is the Soviet government's isolation of its own people. For they are a people who can teach us much, who can learn much from us, and whom we need to know. As Woodrow Wilson said about the German people, we have no quarrel with them.

The Soviet censorship is even worse now than during the war. This was not the idea of the Russian people. When Richard Lauterbach crossed Russia on the Trans-Siberian last summer (LIFE, Aug. 5), he was twice challenged by police who wanted to seize his camera. Each time his fellow passengers came to his rescue by shouting, "Let him alone, the war's over." The Russian people, though they frankly envy American wealth, are not at all ashamed of what they have already accomplished in 25 years of trying to catch up. Their natural feeling toward America is one of friendly and unsatisfied curiosity. When Ilya Ehrenburg lectured on his American trip in Moscow last month, the room was jammed with standees who listened intently for two hours.

Pie and Patience

Among his hearers, we may be sure, were the same variety of human types that have always made up Russia. A Gogol, if the censors would let him, could still find among them plenty of petty graft and vanity to satirize, and a Dostoevsky could still embrace their 169 ethnic groups in his tremendous categories of saintly Alyoshas, passionate Dmitris, brain-ruled Ivans. This is not the place for a character analysis of the Russian people. But the state of the world requires that we remind ourselves that they *are* people—human beings not too different from ourselves.

Throughout Soviet history the average Russian's patriotism has been kept at fever pitch by mental pictures of what Russia would be like tomorrow, and tomorrow, and tomorrow. As our own Wobblies used to say, it was pie in the sky. And whenever there was a slight payoff, as in the consumer goods boom of 1933–36, the Russian people took the pie joyfully. During the war they were sustained by an uncomplicated dream of peace, more building, more "culture"—cultural bathrooms, cultural fountain pens, cultural 50-kopek ice cream for all. That is what the Russian people wanted. It does not seem too much.

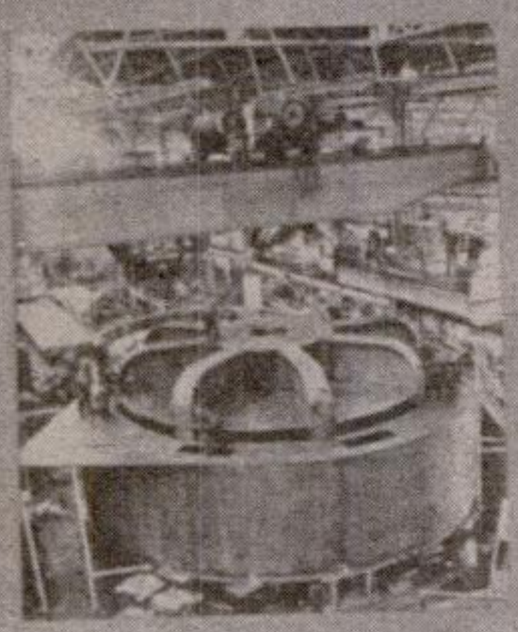
Instead there is another purge and a new deferment of consumer industries for the sake of military strength and new arrivals in the concentration camps. Yet the Russian people love freedom, and they love their fellow man with a passion almost unique among all peoples. They swarm easily but they are not barbarians; they are poor but they are not tramps. They are victims of a system against which their only weapon is patience and their incorruptible humanity. They need our trust. Let us never answer their need with anger or scorn.

PICTURE OF THE WEEK:

In Washington last week National Housing Administrator Wilson Wyatt packed up his papers and quit. Ten months ago President Truman had told him, "Make no little plans." Wyatt had made whoppers. But one thing after another went wrong, and the idea of a $10,000 house which could be bought for $10,000 remained only an idea. Finally Wyatt clashed with George Allen and the RFC over loans for factories to make prefabricated houses. The President sided with Allen. That did it.

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IN A DESERTED WASHINGTON CONFERENCE ROOM WILSON WYATT,
FORCED OUT AS HOUSING ADMINISTRATOR, PACKS UP TO LEAVE







FIRST WITNESS is T. B. Wilson, a Jackson real-estate man and the president of the Progressive Voters' League, a Negro organization. Sitting under a mural which depicts an idyllic old Southern plantation, he testifies that only 414 out of 55,445 Hinds County Negroes voted in the last election, due partly to Bilbo-inspired intimidation.



BILBO GLUMLY LISTENS TO WITNESSES' TESTIMONY

BILBO HEARING

Senate group meets in his state to see if he should be unseated

Theodore G. Bilbo once campaigned for Congress on a platform demanding more dipping vats to prevent the South African tick, then killing off Mississippi's cattle. His opponents, however, convinced the voters that dipping cattle kills them and thus not only defeated Bilbo but incited some spirited citizens to dynamite the few dipping vats the state had.

Some people believe that this experience convinced Bilbo that doing anything constructive is political suicide. Bilbo's behavior supports this. He has served two terms as governor of Mississippi and last month was elected to his third term as U.S. senator. He won these positions mainly by preying constantly on the fears and ignorance of his electorate (illiteracy rate: 30.2%). His favorite target is the Negro, whom he claims is constantly being incited by damyankees to rise up against his white superiors. Bilbo portrays himself as the martyred defender of Mississippi's people against the North's Communists and the Wall Streeters. A master of spectacular vituperation, he has characterized his opposition as "offspring of a hyena and a mongrel . . . suckled by a sow and educated by a dam fool." Mississippians snap their galluses in mirth and send "The Man" back to Washington to fight the damyankees.

But last week a Senate committee conducted a hearing in Jackson to see if "The Man" should be sent back to Mississippi. The charge was Bilbo had incited Mississippians to prevent Negroes from voting. Although more than 50 Negroes testified that they had been flogged, tricked or jailed so they would not vote, it looked as if the committee, itself headed by a Southern senator (Louisiana's Allen Ellender), would exonerate Bilbo. But the Senate War Investigations Committee prepared to meet and study evidence which might establish that Bilbo accepted thousands of dollars from contractors whom he helped to obtain war contracts. Other senators declared they would not seat Bilbo for the new term. The Senate's attack of "Bilbonic Plague" might be about over.

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NEGRO WITNESSES are encouraged to testify by Estemore A. Wolfe, American Veterans Committee executive, in a federal court anteroom. Volunteers included many ex-servicemen and were plentiful despite the peril of future retaliation by indignant whites. One Negro veteran testified that when he tried to vote he was kidnaped by white men who drove him out into the country and flogged him with a car cable. Another witness testified that he was thrown in jail and beaten unconscious when he appeared to vote.

SPEAKING OPENLY, in many cases for the first time, Mississippi Negroes voice criticism of white men to members of the committee (*foreground*). Napoleon Lewis testified that after passing a registration test at Magnolia, Miss. he was denied registration by subterfuge. When he insisted on taking the matter to the circuit clerk, he said the sheriff warned him, "You're going to get knots beat on your head." Someone remarked of Lewis, more outspoken than most witnesses, "He won't live long when he gets home."

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ANKLE-DEEP IN MIRE, ETON'S OPPIDANS AND COLLEGERS FIGHT TO KICK THE BALL OUT OF THE "BULLY" (SCRIMMAGE). THEY OFTEN MISTAKE ENEMY HEAD FOR BALL

ETON WALL GAME

Students wallow through the mud of England's famous playing fields

The famous playing fields of Eton were deep in thick, clammy mud on St. Andrew's Day for the 106th playing of the English prep school's traditional "wall" game. So the Eton Oppidans and the Eton Collegers stripped off their sweaters and long knitted mufflers, dropped the pretense of being top-hatted elegants and enthusiastically wallowed in the slime. Although neither team expected to win, they were contributing a soggy moment to a century of tradition. Once again they were playing the most obscure football game in the world.

The wall game is peculiar to Eton and gets its name from the oblong field, which is walled at one end and one side. The goals are a door and an elm tree. The players pile on the ball, try to kick it or touch it to the enemy goal. In the past 105 contests, despite the violence of the game, less than six points have been scored. This year no one scored at all.



AFTER THE GAME an Etonian smiles gamely through mud. His English muffler is 10 feet long.



WASHING DOWN MUD they have swallowed, Oppidans gulp water. The Collegers are scholarship students. The rest are called Oppidans.



"WALL CAP" is worn by muddy Etonian to protect head when he plays the "wall" position.

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ETONIANS DREDGE IN MUCK ALONG THE WALLS TO FIND THE BALL, WHICH HAS SUNK OUT OF SIGHT

CIRCLING IN MEXICO CITY'S MAIN SQUARE, MEXICAN SCHOOLGIRLS IN NATIVE COSTUME WEAVE COLORFUL PATTERN DURING INAUGURATION CEREMONIES FOR ALEMAN

MEXICAN DANCE

Girls perform circles in street to help inaugurate new president

The streets of Mexico City, jammed as seldom before, had an atmosphere of gaiety. Miguel Alemán, a smiling, articulate campaigner, had been elected Mexico's president in July, and last week the capital was giving him an inaugural celebration. The U.S. sent B-29 Superfortresses and jet-propelled P-80s as well as an impressive delegation including General Jonathan Wainwright and Secretary of the Treasury John Snyder. A military parade included Argentine and Canadian naval units along with more spectacularly uniformed complements of Mexico's own gaudy army. Delegations from more than 30 nations were there to see him take the oath, hear him promise land reforms, better wages, continuation of the Good Neighbor policy and eventual woman suffrage. More important to some *Mejicanos* was the fact that the inauguration and foreign guests provided a wonderful excuse for Mexico's colorful street dances.

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CIRCLING IN NEW YORK'S EIGHTH REGIMENT ARMORY, ROOKIE COPS MAKE BLURRED PATTERN AS THEY GO THROUGH CALISTHENICS AT COMMENCEMENT CEREMONIES



GRADUATING CLASS, WHICH ADDED 2,055 NEW COPS TO NEW YORK CITY'S FORCE OF 15,000, IS PRESENTED TO MAYOR O'DWYER AND AWARDED FIVE SPECIAL TROPHIES

NEW YORK DRILL

Rookie cops in their new uniforms assemble for mayor on graduation

The streets of New York City, jammed as never before, needed more cops. For almost three months fit-looking young rookies in oddly-assorted military clothing and white armbands hurried through their training period, standing at intersections and walking beats in company with blue-clad veterans of the force. The rookies, all of them ex-GIs, supplemented hours of street duty with hours of physical and mental training. A shortage of cloth prevented them from getting into regulation blues so they made out with their old clothes. Then, on commencement day, Dec. 5, they took on new splendor in blue caps, shirts and trousers, hurried to completion by a battery of tailors. After they had received police badges and commendatory words from Mayor O'Dwyer, however, most of the new cops were back on the streets in old clothes. There were not enough blue overcoats to go with the new shirts and trousers.

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GENERAL STRIKE

Oakland gets brief but violent taste of a city-wide shutdown

In Oakland, Calif. on Dec. 1 the police pushed aside the picket lines at two department stores which had been struck by an A.F.L. clerks' union since last October. Six non-union trucks rolled up and deposited their Christmas merchandise. The next day all the A.F.L. unions in Oakland got together and decided to teach the police a lesson.

On signal 100,000 union members stayed home or went milling through Oakland's downtown section. Unioned restaurants, bars, grocery stores and newspapers shut down. Trolley cars, buses, trucks and taxis disappeared from the streets. The city's 120,000 commuters, forced to travel by private automobile, soon clogged the long bridge to San Francisco. Students going to school, nurses and office workers going to jobs in Oakland, tried to thumb rides. A few pathetic oldsters, unable to understand or believe what passersby told them, waited for street cars that never came.

At first the strikers were orderly. They massed around the two department stores where the strike started, laughed when an Army sound truck blared, "Are you looking for security? Are you looking for steady employment with good pay? Join the Army!" But the air was tense and violence could flare quickly. A truck driver who rashly tried to use his truck to get about the city nearly had it overturned before he could establish his innocence (*left*). A non-striking office worker was chased and beaten (*below*). A lieutenant, wearing his overseas ribbons, tried to get through the picket line to his wife, a worker in one of the department stores. The strikers pursued him for two blocks (*opposite page*) until he found sanctuary in the city hall. A woman who tried to cross the same picket line was set upon by a woman striker, who knocked her down and dragged her by the hair.

Finally Dave Beck, head of all West Coast teamsters, called the strike "a lot of damn foolishness" and ordered his men back to work. The other strikers soon compromised with Oakland's city manager. After 54 chaotic hours, Oakland was back to normal. But the U.S. had had a frightening taste of what happens when labor uses the general strike.

STRIKERS MOB TRUCK until they are halted by one of gang, who leaps on the hood to call off his friends. He had learned that the driver was merely using truck for personal transportation and planned no deliveries.



NON-STRIKER IS PURSUED by strikers who thought that he had bought his typewriter at department store which was the chief objective of their mass demonstration.

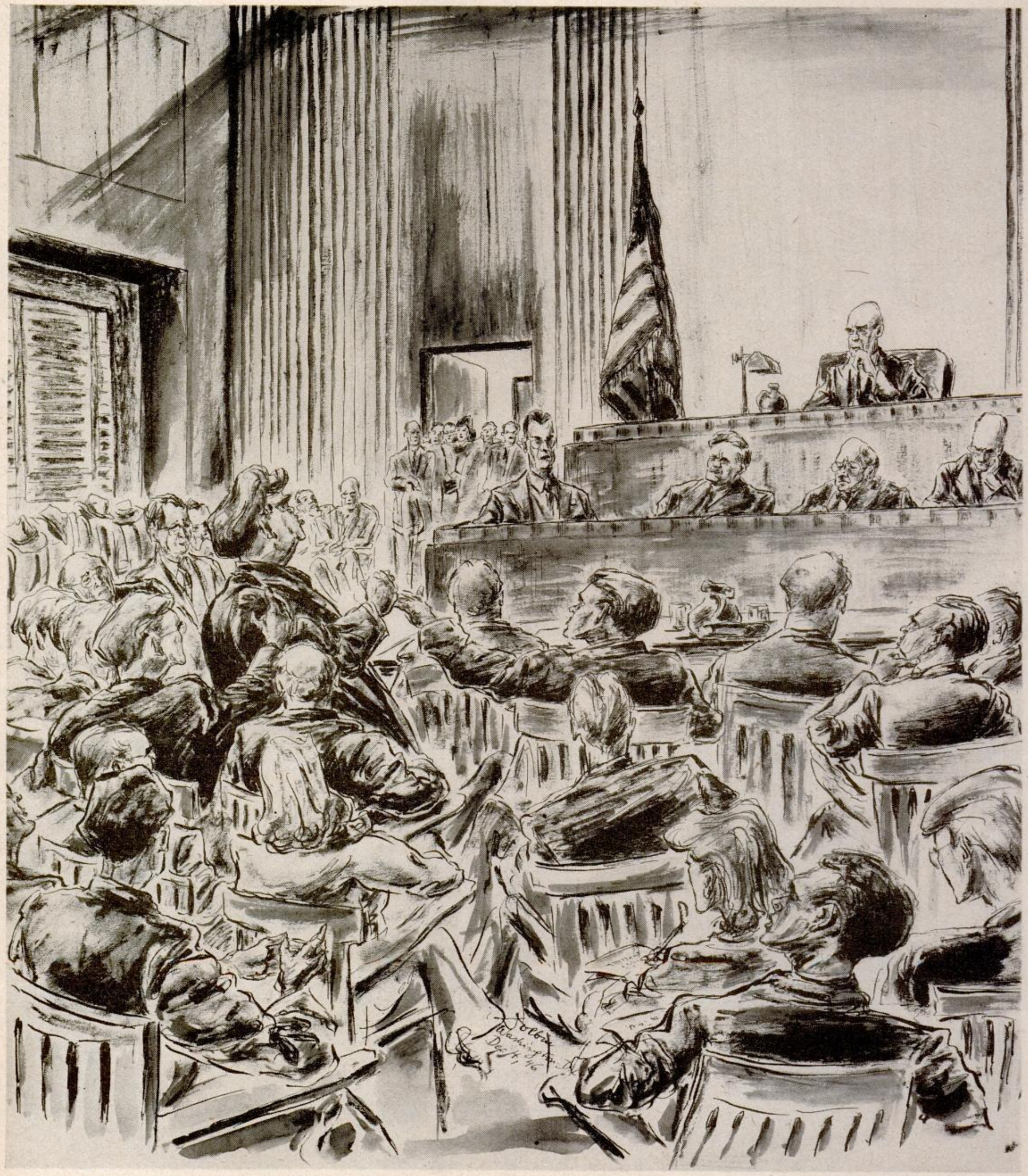


HE IS CAUGHT by the strikers. Before he could explain that he had merely borrowed the typewriter at a nearby office building, he was beaten and his machine was smashed.

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LIEUTENANT WHO TRIED TO CROSS A PICKET LINE
IS CHASED DOWN THE STREET BY ANGRY STRIKERS



JOHN L. LEWIS, RISING TO SHOUT AN ANGRY DENUNCIATION OF THE JUDGE WHO HAS FOUND HIM GUILTY OF CONTEMPT, IS RESTRAINED BY TWO OF HIS LAWYERS

LEWIS IS FINED

A historic courtroom scene leads to sudden ending of coal strike

The scene above, sketched by an artist in courtroom of Federal Justice T. Alan Goldsborough, was one of the dramatic events which brought the coal strike to a sudden end last week. When the drawing was made John L. Lewis, found guilty of contempt of court for ordering the strike in defiance of an injunction, had just been informed that the government recommended a fine of $10,000 for him and $3,500,000 for his union. Invited to make any comment he wished about his financial affairs, he rose ponderously to his feet. For a moment his voice was calm as he said he had only enough money to meet expenses. Then like a caged lion he roared, "But don't let that deter you—" Suddenly alarmed, his attorneys tugged at his sleeve to silence him. The lion's rage subsided. Three days later, pending a Supreme Court appeal of the decision, John L. Lewis abruptly called off his strike.

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This was a day in a dream

CHRISTMAS was today.

As long as I live I'll never forget this moment at the end of Christmas. The snow standing down there on our porch roof like a good meringue . . . the quiet twinkling stars (really twinkling).

And here, inside, this warm happiness stretching out under everything. Little Dickie tucked in bed between Old Mr. Teddy and New Mr. Teddy.

And Dick . . . just downstairs checking the lights and the fireplace . . *not* on the high seas as he was *last* Christmas. What a thin gray day . . . with very sharp edges!

But today has been heaven . . . our house full of sunshine and talk and love and new toys and more of our beautiful silver! Two new place settings in our own International Sterling pattern . . now our set is complete!

How dear of Dick to think of it. I wrote him once that every time I set our table, the silver he and I had selected together was a sort of bridge . . . between the days when he was home and the time he'd be home again.

We have always been so proud of our International Sterling. So glad we selected the very best from the beginning. Dick couldn't have given me anything today that would have meant more—it's as though he had begun writing Part Two to our happiness.

Whenever you choose your "family" silver, ask to see the International Sterling patterns.

Choose that one with your heart. As long as you live you'll enjoy its silver-solidness; the fine balance of each piece; the clear, beautiful design. Begin, if you like, with individual place settings: a knife and fork, teaspoon, salad fork, cream soup spoon, and butter spreader.

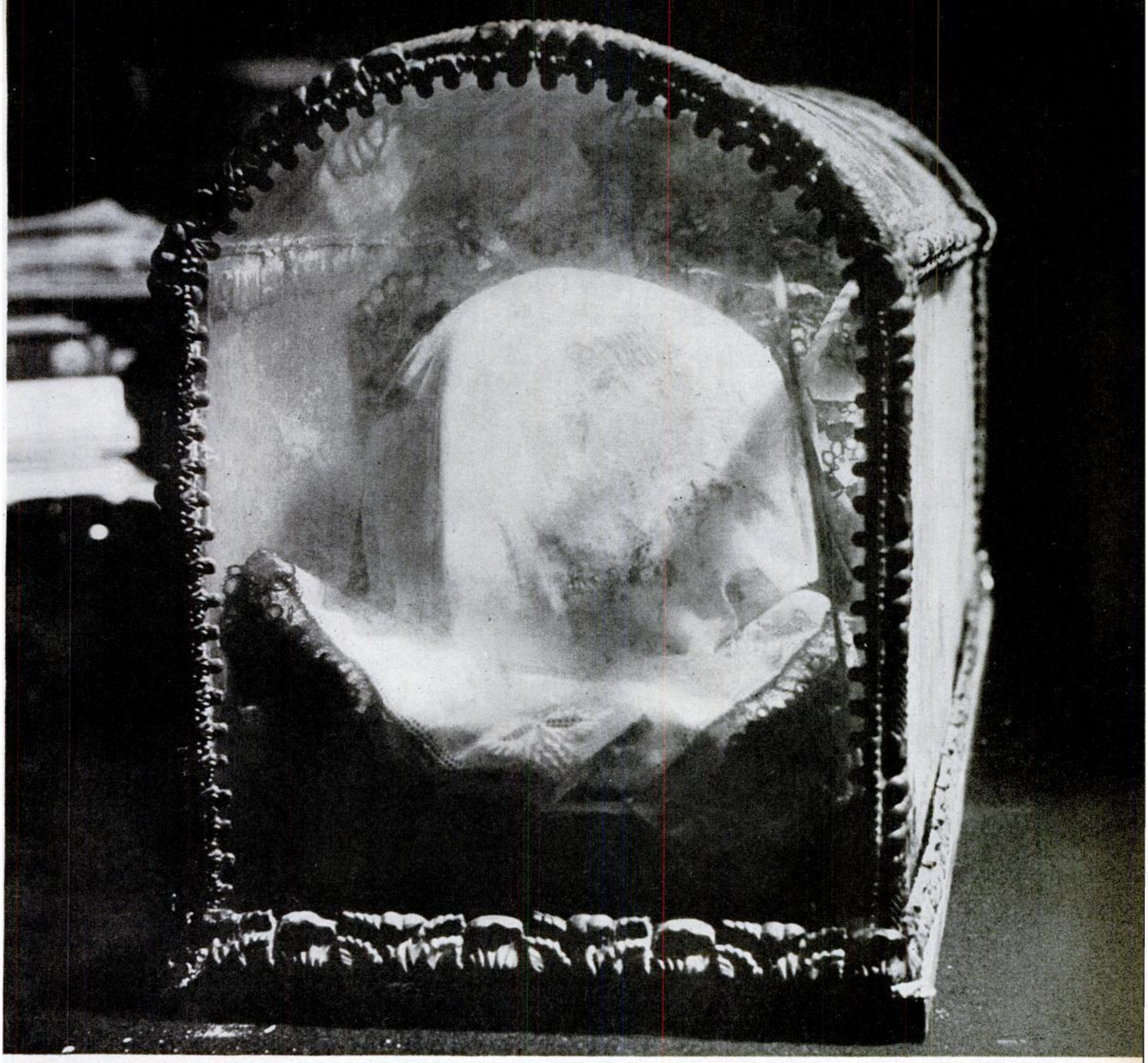
Prices on famous International Sterling have not been raised, even in the face of general rising prices. 6-piece place settings for as little as $21.50. All these patterns are made by The International Silver Company in the U. S. A.

TUNE IN to *The Adventures of Ozzie and Harriet,* Sunday Evening, 6:00 P. M., E. S. T., Columbia Broadcasting System.

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UNDER A HANDKERCHIEF IN THIS GLASS URN, FOUND LAST MONTH IN THE WALL OF AN ABANDONED MEXICO CITY CHURCH, LIES THE SKULL OF HERNANDO CORTES

MEXICANS FIND THE LOST BONES OF CORTES



HERNANDO CORTES

On Nov. 24 in the crumbling and abandoned Church of San Jésus Nazareno in Mexico City, four excited antiquarians carefully hacked a hole in the wall near the altar and found just what they were looking for: a small casket wrapped in gold-trimmed black velvet. In the casket, they claimed, were the 400-year-old bones of Hernando Cortés, Spanish conqueror of Mexico. Last seen in 1836, the Cortés bones had been hidden by anxious officials who feared both dampness and the anti-Spanish sentiment of the people. Although the urn and its outer wrappings were damaged by the trembling hands of the excavators, the remains were found in good condition. The skull was wrapped in a cambric handkerchief, the bones in a white sheet bordered with black lace and tied together with velvet ribbons. Beside them was an old document, enclosed in a metal tube and clearly legible, which conveniently established the authenticity of the relics.

Not so clearly established, because of modern Mexican politics, was the joy of Mexicans at this discovery. Hernando Cortés, who died in Spain in 1547, has had a violent post-mortem career. Seven times buried and seven times unearthed, the conquistador is held in widely varying esteem by the Mexicans. In 1521, with a handful of Spanish soldiers armed with arquebuses, crossbows and swords, using the first horses ever seen by Aztecs, Cortés had captured Montezuma and subjugated his kingdom. Many modern Mexicans, especially those of Indian descent, consider him a butcher with "a disease of the heart which only gold can cure," who ruthlessly sacked the fabulous Aztec civilization of their forefathers in 1519–21 and brutally tortured and killed some 75,000 Indians. Many, of Spanish descent, however, credit him with destroying savage native customs, which included human sacrifice, and replacing them with the Catholic Church and Castilian culture. The four men who discovered the bones, following directions which they obtained mysteriously, soon found out that they had dug up a red-hot controversy along with the daintily wrapped relics. After partisans had wrangled fiercely for days over the disposition of the bones, retiring Mexican President Camacho was forced to step in and settle the issue. The remains of Conqueror Cortés, he decided, would be buried again, for the eighth time, in the ancient church where they had been discovered, and the church would be made a national monument. It was hoped that the skeleton, back in its closet, would stay there for good.

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in TECHNICOLOR!

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WILLIAM DEMAREST • BILL GOODWIN

Screenplay by Stephen Longstreet

Produced by SIDNEY SKOLSKY

Directed by ALFRED E. GREEN

EST. 1715

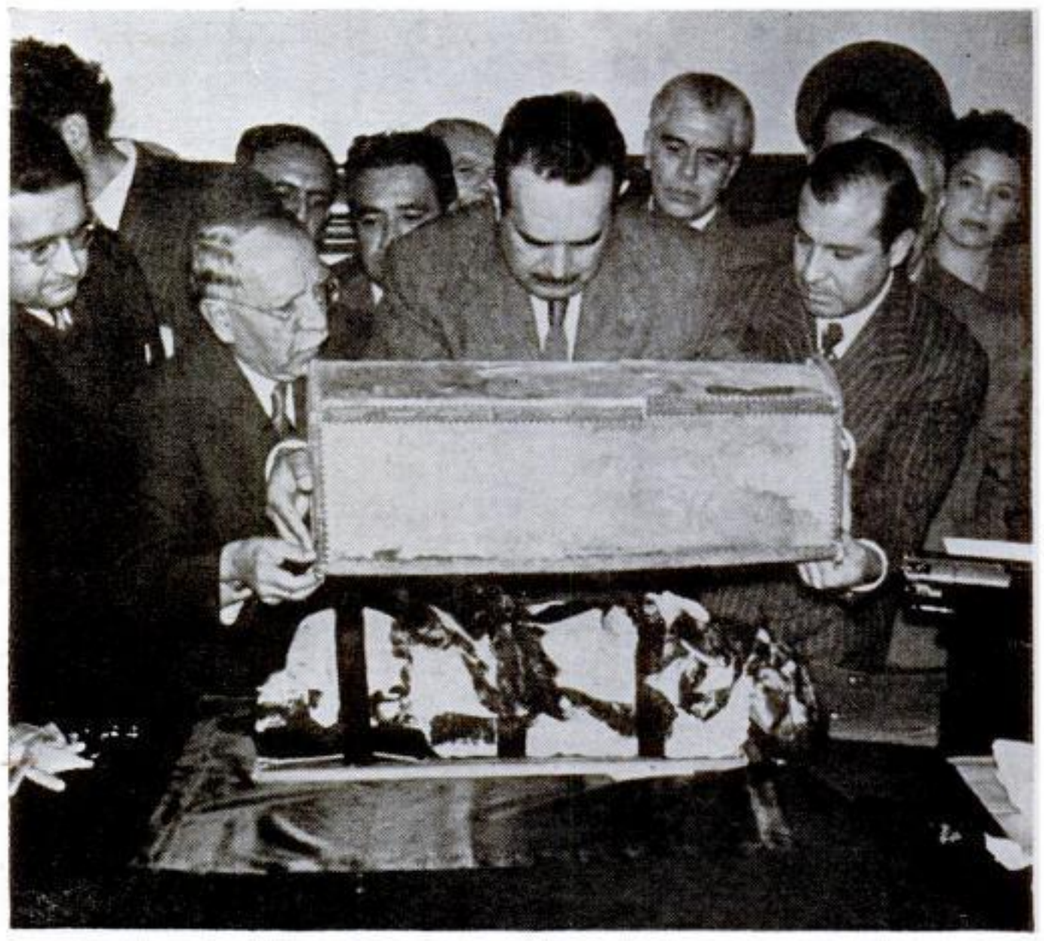
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COGNAC *Brandy*

IMPORTED FROM COGNAC, FRANCE

AVAILABLE AGAIN, Martell Cognac once more delights the American connoisseur. For the perfect after-dinner liqueur, or for the always refreshing "Brandy and Soda", make sure you specify *Martell*, world-famous since 1715.

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URN IS OPENED by Daniel de la Borbolla (*right*), director of the Mexican National Museum. The relics are wrapped in sheet tied with velvet ribbon.



BONES ARE EXAMINED by officials. Skeleton was found to be incomplete but in good condition. Cortés died in Spain Dec. 2, 1547 at the age of 62.



PROOF OF AUTHENTICITY is read aloud by Professor Alberto María Carreño, professor who led search for relics, helped dig them from church wall.

CONTINUED ON PAGE 46

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1. 'Twas the night before Christmas, and all through the North, there was hunting and searching and scurrying forth. Detectives and posses combed each inch of ground . . . but look high and look low, Santa could not be found!



2. Oh, what can have happened, and where can he be? For the whole world is waiting by chimney and tree! Then dear Mother Santa said: "Pshaw!" and "Oh, well, has anyone looked in the Statler Hotel?"



3. To the nearest Statler like comets they flew. He was there! He was found! In room ten-twenty-two! They burst open his door (Mother Santa ahead) and discovered him just climbing out of the bed!



4. As she hustled him into his coat, boots, and cap, he explained that he'd only stopped in for a nap. But the bed was *so soft*—and his bones were *so weary*—"And now I'm all rested, and feel twice as cheery!"



5. Then he climbed through the window, for reindeer and sleigh were impatiently waiting to whisk him away; and he smiled like an elf, saying: "Now it will be—Merry Christmas to all, from Statler . . . and me!"



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Not just dry—FLEISCHMANN'S GIN is "dry" dry . . . without the slightest trace of "sweetness." In fact, tests show it's 100% dry—a connoisseur's choice, yet *priced for you to enjoy!*

2 Fleischmann's Taste!
It's light! It's delicate! A taste found only in FLEISCHMANN'S. It's made with the aid of costly imported botanicals—distilled by a process of *continuous distillation.*

3 Fleischmann's Smoothness!
It's so soft! So velvety! So *very, very* smooth! The reason? It's 76 years of "know how"—for *no other* gin was made in America before FLEISCHMANN'S!

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It's priceless—for making perfect drinks! The secret is simply that FLEISCHMANN'S provides the ideal "base" for Martinis, Tom Collins, *for all gin drinks!* It's "balanced" at 90 proof—just right!

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CORTES CRUSHED AZTECS WITH 950 MEN



CAPTURE OF MEXICO CITY is shown in this old picture. Spanish weapons and tactics terrified Aztecs, who had never seen horses or firearms. Cortés had only 950 Spanish troops, killed 55,000 Indians in the two-day battle.



INDIAN GIRL Malinal (*center*) was captured by Cortés, became his mistress and adviser. Like most awed natives, she thought he was a son of the god Quetzalcoatl. She helped recruit friendly tribes to fight Aztecs under Montezuma.



MONTEZUMA IN CHAINS (*right*) is spared by Cortés, who hoped to use king to control his former subjects. Indian officers (*foreground and rear*) were killed. But Aztecs would not obey Montezuma, continued hopeless fighting.

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According to a recent nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE



R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

● Not a single branch of medicine was overlooked in this nationwide survey made by three leading independent research organizations. To 113,597 doctors from Canada to Mexico, from the Atlantic to the Pacific went the query — *What cigarette do you smoke, Doctor?*

The brand named most was Camel.

Like anyone else, a doctor smokes for pleasure. He appreciates rich, full flavor and cool mildness just as any other smoker. If you don't happen to be a Camel smoker now, try Camels. Let your "T-Zone" give you the answer.

Camels *Costlier Tobaccos*

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Exciting!



All this, and nylons, too! Transparent hat box packed with sheer nylon hose, and fragrant Cara Nome cosmetics—Cologne, Face Powder, Loose Powder Compact, Rouge, Lipstick, Perfume, Sachet **$13.95★**



Perfect gifts to tuck into her Christmas stocking—
Gaily boxed Cara Nome Cologne..... **$1.50★**
Cara Nome Perfume..... **$3.00★**





A gay little wooden tray with a dozen uses—
packed with Cara Nome Loose Powder Compact, Rouge and Perfume **$4.25★**



She'll love this charming little box containing Cara Nome Face Powder and Perfume..... **$2.75★**



She'll welcome luxurious Cara Nome Bath Salts, fragrant with the delightful Cara Nome scent..... **$1.00★**



Charming bonbon dish, filled with Cara Nome cosmetics—Lipstick, Perfume, Sachet and Rouge.... **$8.00★**

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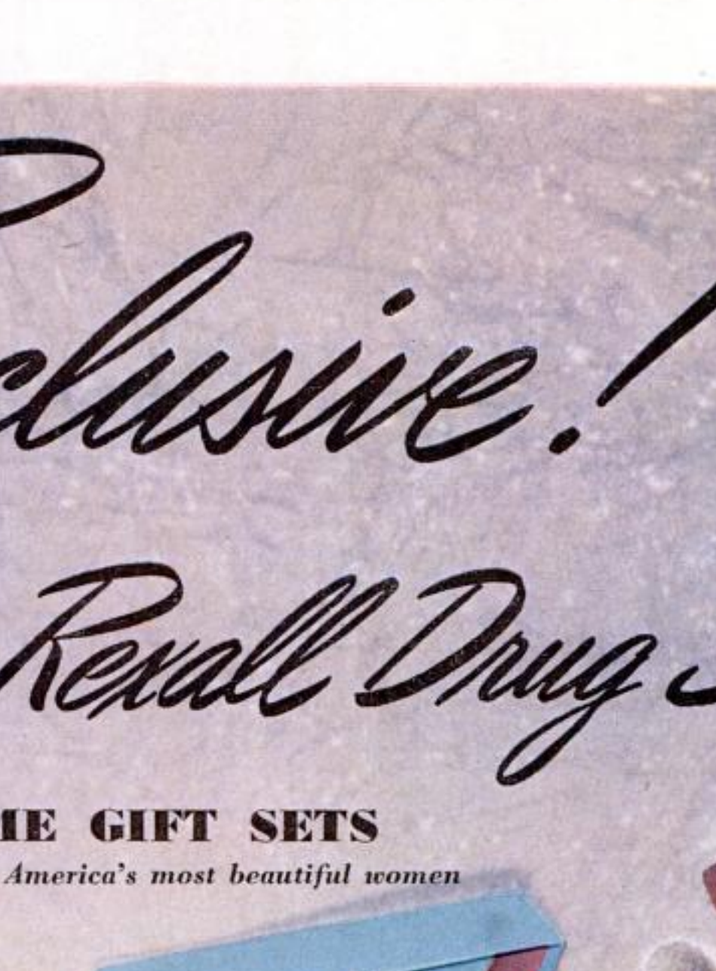
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For her every mood and costume—three natural, warm-toned Cara Nome Lipsticks with matching rouges **$6.00★**



What woman could resist this delightful box holding Cara Nome Bath Powder and Cologne?..... **$3.00★**

Designed for loveliness—
Cara Nome Face Powder, Rouge and Lipstick in a festive box.. **$3.50★**



She'll find a dozen uses for this transparent little utility box filled with Cara Nome Sachet, Lipstick and Perfume **$3.75★**

Flatter her delicate complexion with fragrant, smooth Cara Nome Face Powder..... **$2.00★**

★ *Plus usual Federal tax*

Now your Rexall Druggist, famous the year round for reliability in drug products, steps into his special Yuletide role— as host of your nearest, most convenient center for gracious gifts, both important and casual. Merry Christmas, and good health to all from Rexall!

These products available wherever you see this sign

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DOES YOUR WIFE DESERVE A HAMILTON FOR CHRISTMAS?

Does she really bring up the children while you "coach" from the sidelines?

Does she mend mountains of socks and only occasionally say "darn"?

Does she let you read the paper at the breakfast table (something you would *never* let her do)?

Does she bear up bravely when she's cooked your favorite dish—and you're not hungry?

Does she pick up your clothes and never really nag you about it?

Does she keep on believing you're a great man, even when you have doubts?

Does she prefer one good present to a dozen "pretty good" ones?

Does she let you keep your top bureau drawer in just the right state of confusion?

★

Mister, even if half your answers are "Yes," she deserves a Hamilton.

DOES YOUR MAN DESERVE A HAMILTON FOR CHRISTMAS?

Does he remember your birthday and anniversary as eagerly as he used to?

Does he say how wonderful you look —just at the right time?

Does he take you out for the evening when you've had your heart set on it, even though he's tired?

Does he control his wit when you show him a new hat?

Does he still open the car door for you, instead of letting you climb in by yourself?

Does he put his ashes in the ashtray (almost all the time)?

Does he really want a present he can be proud to show, instead of the kind men usually get?

Does he like all your relatives— or at least put on a convincing act?

★

Then give him the present he deserves for Christmas—a Hamilton, of course.



Breathtakingly lovely, steadfastly accurate, a Hamilton Watch has traditionally been America's most sought-after Christmas gift for 55 years. From left to right: GORDON—19 jewels, 18K natural gold case: $210.00; NORMAN—19 jewels, 14K natural gold-filled case: $66.00; FL-10—17 jewels, 14K natural gold case and fluted link bracelet: $250.00; JESSICA—17 jewels, 14K natural gold case: $66.00; FL-9—17 jewels, 14K natural gold case and snake chain bracelet: $210.00. (All prices include Federal Excise Tax.) There are fine Hamilton Watches to suit every taste. Send for free booklet, showing many of our models. Hamilton's experience building railroad and navigational timepieces assures greatest accuracy in every size and grade. Hamilton Watch Company, Dept. B-24, Lancaster, Pennsylvania.

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INVENTOR CALVIN MacCRACKEN FITS RUBBER-COATED, FLEXIBLE GLASS DUCTS ON OUTLETS OF HIS JET FURNACE. DUCTS CARRY HOT AIR TO ROOMS IN HOUSE

JET FURNACE

Trunk-size heater uses aircraft-engine principles to warm whole house

A powerful hot-air furnace using combustion principles of the aircraft jet engine will be produced next spring. Although no larger than a small trunk it heats a nine-room house. This great efficiency is achieved by burning fuel oil in a tiny 2½-inch chamber under a walloping thrust of air. If the production models work as well as the two test models now installed in houses, the jet furnace may make most present hot-air furnaces obsolete.

While many postwar products are 1942 models in 1946 clothing, the jet furnace is really new. Its inventor, Calvin D. MacCracken, son of Vassar's famed ex-president, Henry Noble MacCracken, helped to develop the wartime jet engine. After the war he applied to home heating some of the combustion principles he helped discover. To deliver an equal amount of heat the new furnace burns 17% less oil than furnaces in current use. It will be called Jet-Heet. Its makers hope to reach a production rate of 10,000 the first year and plan to sell the unit for around $400. This would make Jet-Heet about $175 cheaper than the average hot-air furnace of the same capacity now available.



UNCOVERED FURNACE looks like barrel. In barrel are blower, combustion chamber. Humidity and safety controls are hung on side. Hands (*right*) hold air filter. Covered furnace is 35 in. long, 23 in. wide, 22 in. high.

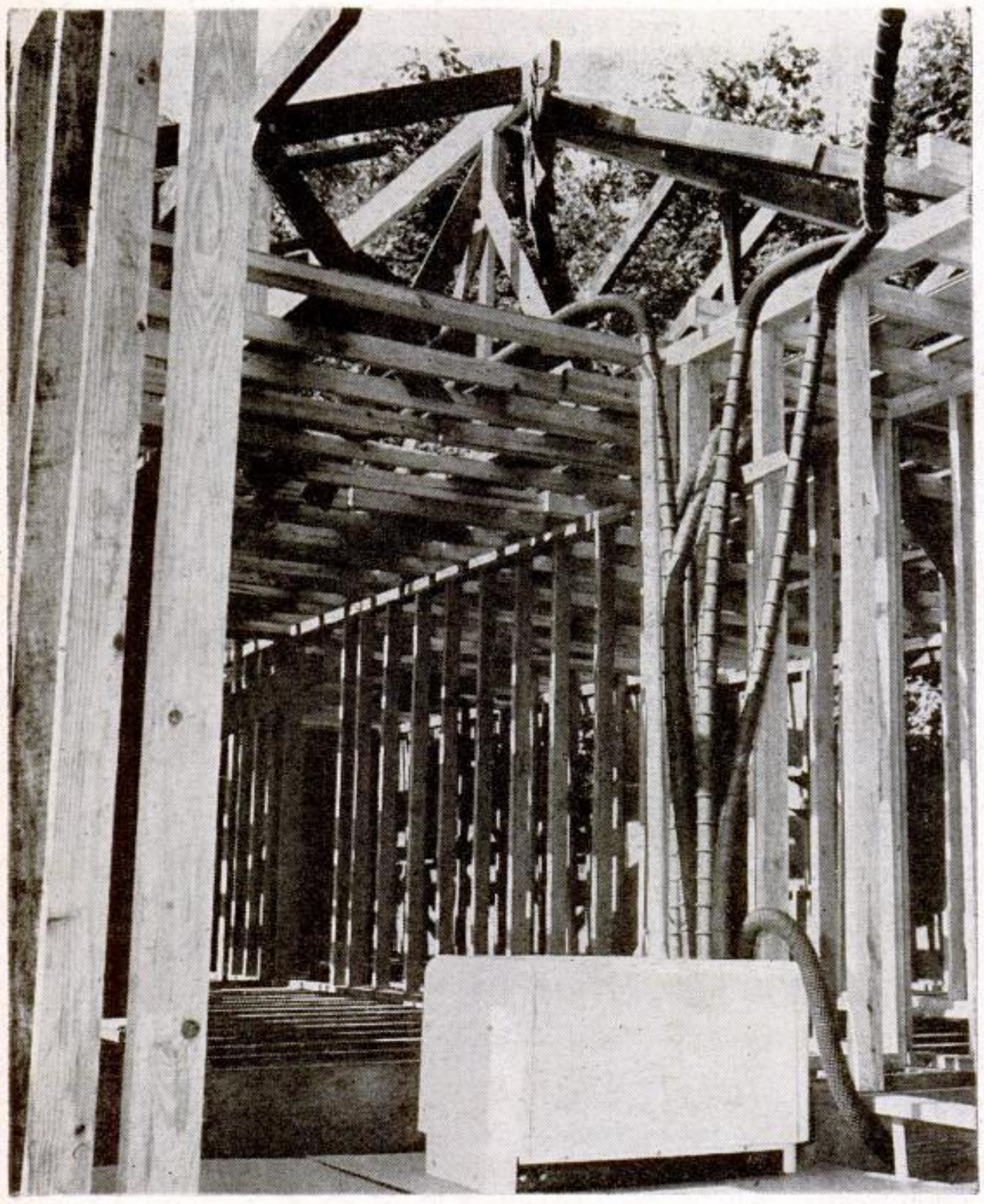
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Midget Furnace CONTINUED



FLAME SHOOTS from jet furnace in laboratory of Waldorf-Kerns-MacCracken Corp., its makers. In actual installation a small flame burns in a combustion chamber the size of a pint can. The barrel-shaped heat exchanger, which transfers heat of flame to air for heating house, has been replaced for the test by a cone of sheet steel.



FLEXIBLE DUCTS run under floors and over ceilings to carry hot air from furnace to specially designed registers in rooms. This eliminates bulky, expensive metal ducting.



FURNACE FITS IN KITCHEN of small house. Child does not burn hand on exhaust pipe because 95% of heat goes into house, only 5% is lost through exhaust.

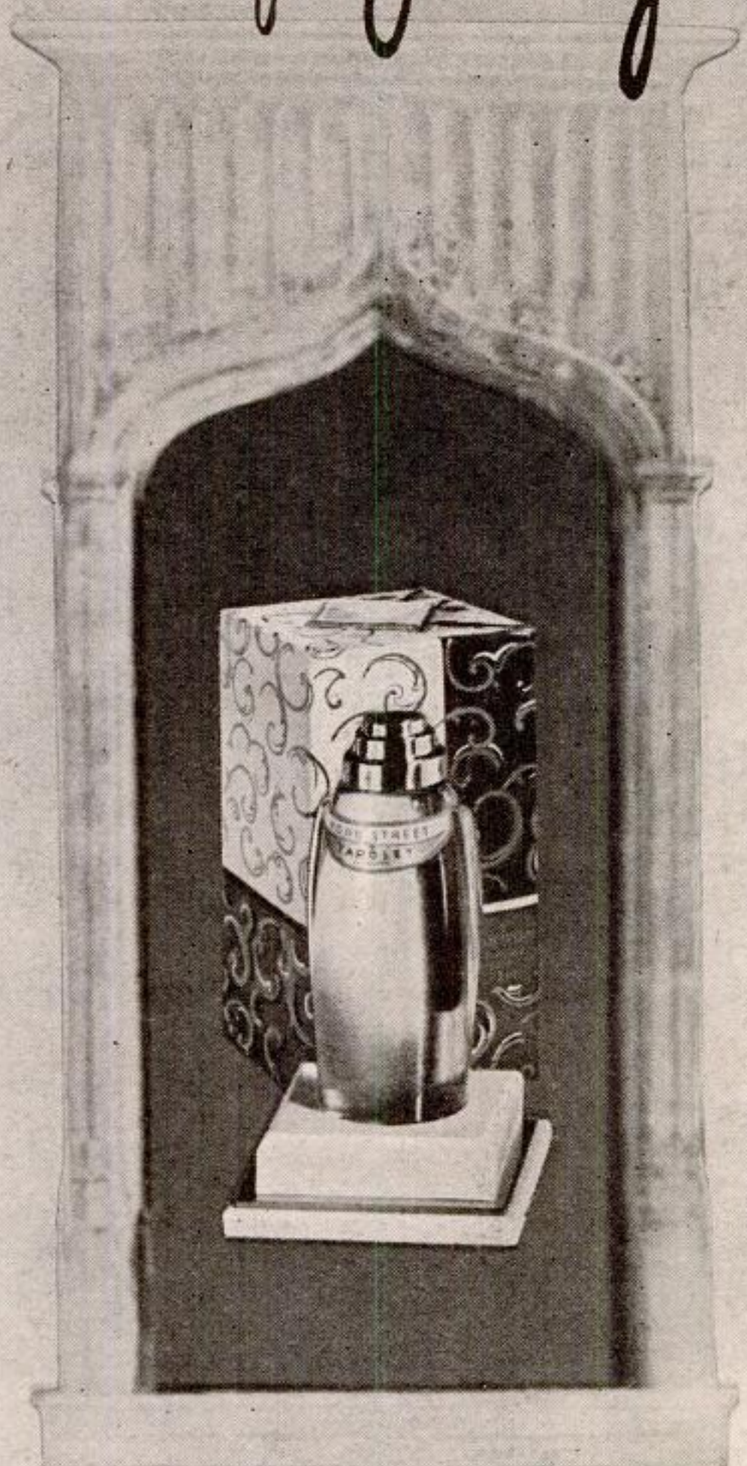
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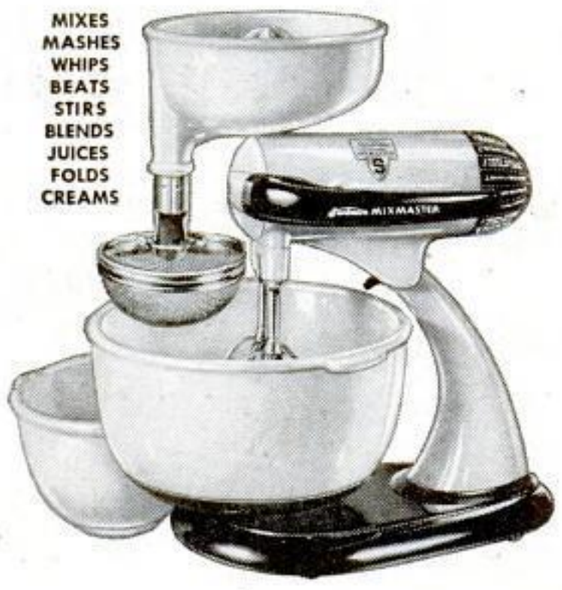


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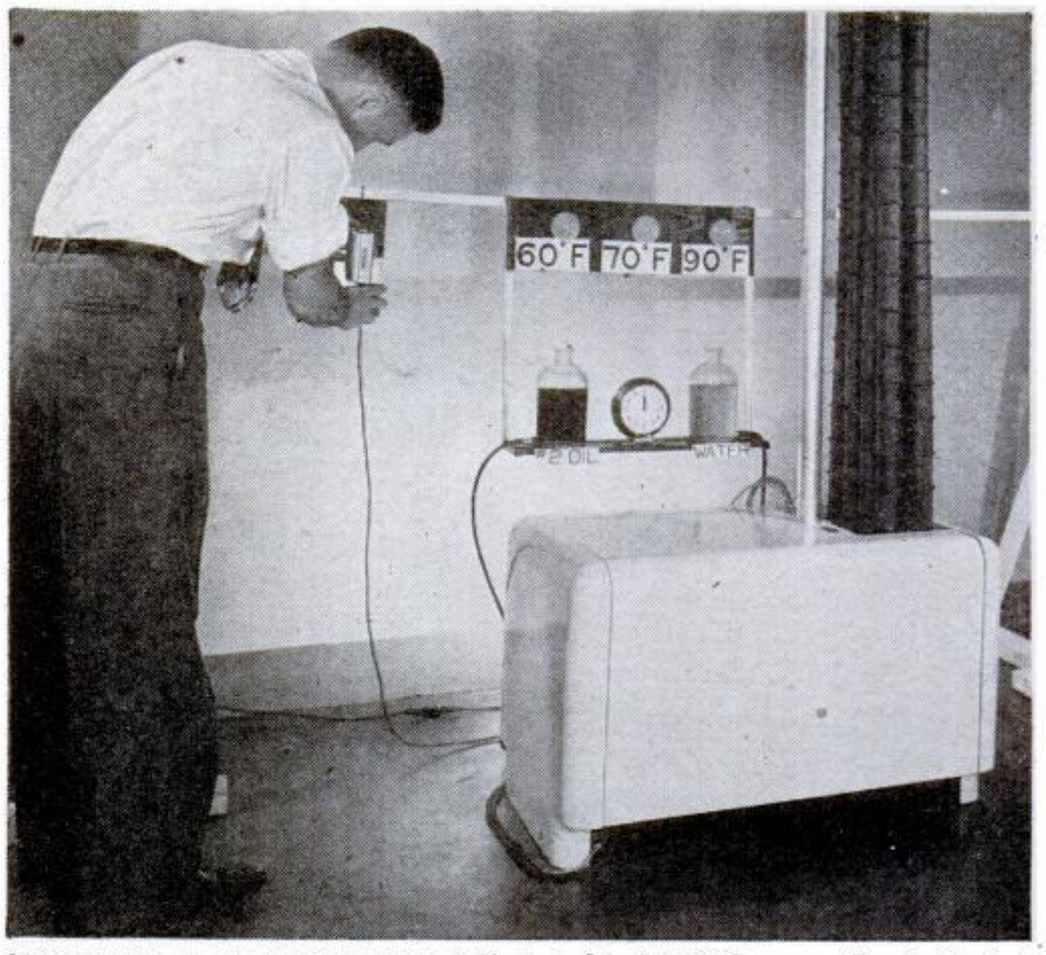
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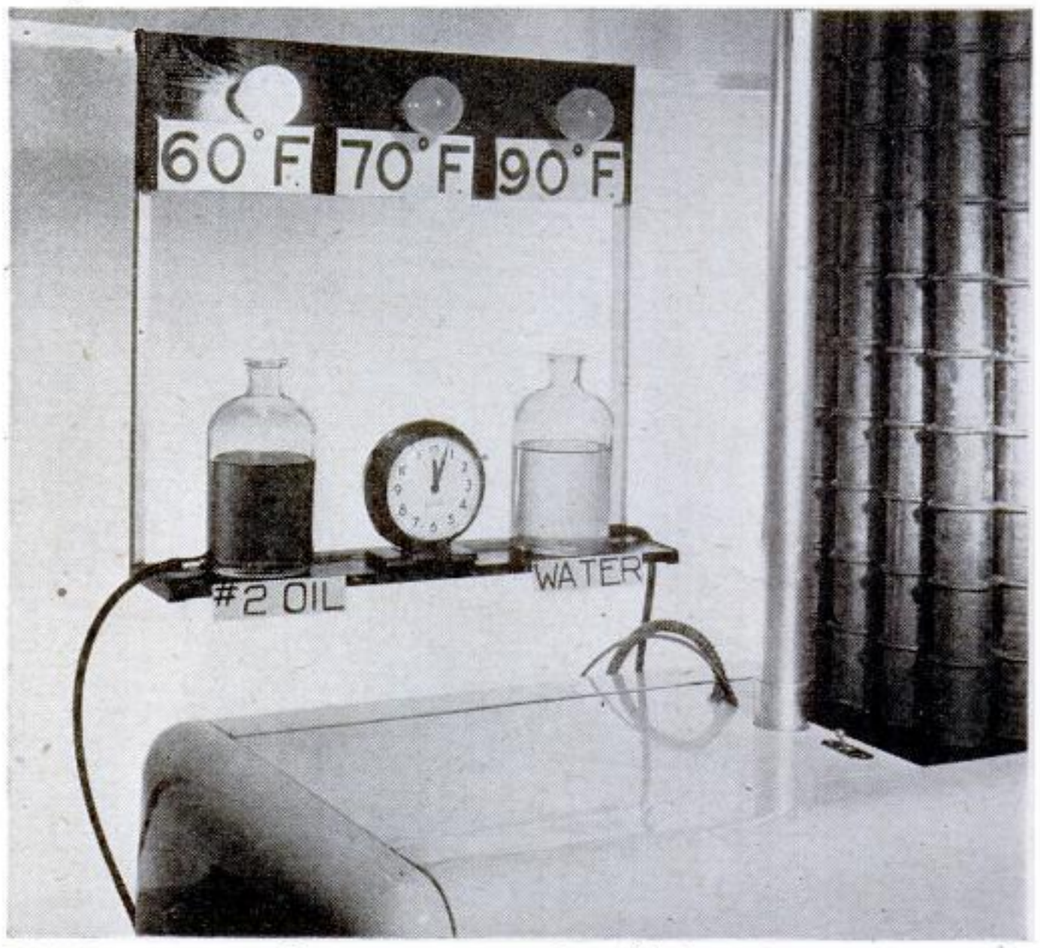
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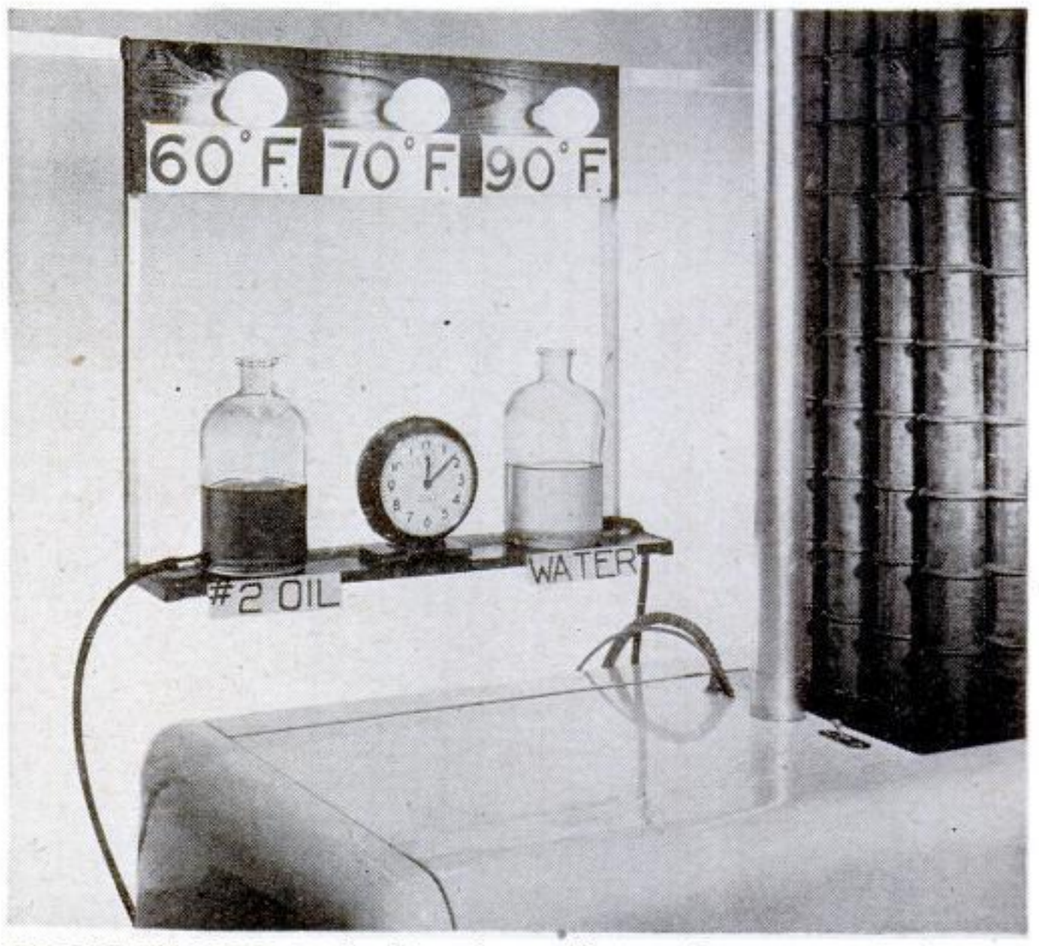
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HOW FAST FURNACE HEATS is tested in 14x13-ft. room. Jars hold fuel and water. Lights show room's temperature. Furnace starts with room at 55°.



BULB LIGHTS as the temperature reaches 60°. Clock shows three minutes. Furnace used three ounces of oil, humidified air with three ounces of water.



ROOM REACHES 90° in eight minutes. Unit used an ounce each of oil and water per minute. To heat five-room house from 55° to 70° takes 25 minutes.

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ROASTER-FRESH COFFEE...MADE RIGHT IN THE CUP!



Roaster-fresh because in *Nescafé* all the fresh flavor of newly-roasted coffee is *sealed in* by added carbohydrates

FOR YOU, TOO . . . it's Nescafé—the *peak* in coffee enjoyment! For Nestlé's knows *the* way to give you *all the flavor —all the lift*—of really fine coffee! First, we make an extract of choice coffees fresh from the roaster—*then instantly seal in the wonderful flavor!* To *release* this flavor, *you* simply put a teaspoonful of Nescafé in a cup and add hot water.

No bother with a coffee maker. No grounds to dispose of. No waste—you make exactly the amount you need—and just the strength you like. A teaspoonful makes a cup—for about 1¢. Ask your grocer for Nescafé *today*... it's the *sure* way to coffee enjoyment.

★AVAILABLE, IN UNITED STATES AND CANADA, in limited supply. We're stepping up production as fast as we can. In the meantime, if you can't buy Nescafé, may we ask your patience, please?

UNCLE SAM BOUGHT, FOR OUR BOYS, MORE NESCAFÉ THAN ALL OTHER BRANDS OF SOLUBLE COFFEE COMBINED!

NESCAFÉ (PRONOUNCED NES-CAFAY) IS NESTLÉ'S SOLUBLE COFFEE PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR ★ NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U. S. A.



NESTLÉ'S EVAPORATED MILK
another famous Nestlé's product

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Heaven to Betsy —

and rubies for her mommy!



"Wait! You two can't possibly see through these wrappings," laughed Father. Betsy and her mother couldn't hide their glee. And Father was amused—they couldn't know about the rag doll or the ruby necklace, yet here they were in Seventh Heaven over things they'd never seen. Why is it—the wrappings perhaps? The label? Father didn't know.

• • •

Well, we don't either. Perhaps it *is* the white and gold wrappings, or the gift made more precious to someone when it comes from Marshall Field & Company. Perhaps it's the memory of the star-crowned Christmas tree, the laughter of youngsters parading down Candy Cane Lane. Maybe it's the excitement of the sparkling State Street windows, or our husband-helpers with zero-hour gift ideas.

Maybe it's the *spirit* of Christmas that's tucked in each box. Honestly, we don't know. But folks tell us whether they buy perfume, powder puffs, teacups or trains there's a little bundle of magic tucked in each box they take home from Marshall Field & Company. Yes, here in one of America's greatest shopping centers, we work just as hard finding a whimsical $2 toy as a $25,000 mink coat. And the little things we do at Christmas and all year long have brought us our greatest privilege . . . that of serving people from every country in the world, in every walk of life. So won't you come in and see what we have, what we're doing, the next time you're in Chicago?

Marshall Field & Company

CHICAGO



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"First over the bars!"

Like a prize-winning jumper, Hunter has been developed slowly, expertly and with infinite care. For it takes *time*, *patience* and *skill* to produce a whiskey worthy of the acclaim that Hunter has received down through the years. And nothing less than eighty-six years of experience could have achieved the matchless flavor and all-around excellence of today's Hunter . . . *An American Gentleman's Whiskey since 1860.*

HUNTER

FINE BLENDED WHISKEY



Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended whiskey, 92 proof. The straight whiskies in this product are 6 or more years old. 40% straight whiskey. 60% grain neutral spirits.

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AS A SIMPERING BALLERINA, IVA KITCHELL DOES "ENTRECHAT" BESIDE ONE SCRAGGLY ROSE BUSH IN HER PARODY OF CLASSICAL BALLET, "SONATINA ROCOCO"

BALMY BALLERINA

Mischievous Iva Kitchell of Kansas kids all kinds of fancy dancing

About 10 years ago it occurred to Kansas-born Iva Kitchell, as it occurs to many other Americans, that serious modern dancing is sometimes ridiculous. At that time Iva was dancing with the Chicago Opera Ballet and started mimicking her ballet master during a rehearsal. Instead of scolding her, he gave Iva a comedy spot in the ballet, and she set to work seriously to be funny. Last month Iva gave her first solo recital on the vast stage of New York's Carnegie Hall. Her audience was so convulsed by Iva's antics that at the end of her program she was called back again and again until all she could do was gasp happily that she was plain tired out and wanted to go home.

As shown on these pages, Iva spoofs all kinds of dancing, from Isadora Duncan's classical creations to Martha Graham's cosmic cavorting. Her warmest admirers are the very dancers she spoofs. They recognize her skill and know that Iva, if she wants to, can play their own game as well as they can.

CONTINUED ON NEXT PAGE

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If He's First on Your List— First in Your Heart...

Then Royal Oak is the gift for him! For these distinctive toiletries are of the type the choosiest men would pick for themselves! Featured—and proudly—by all fine shops.



Gift Set of three square cut bottles resting in a solid pickled oak tray—containing refreshingly scented Royal Oak Cologne and Powder and tingling Royal Oak After Shave Lotion . . . $7.50*





Left—Gift Set de Luxe—Royal Oak Cologne, After Shave Lotion, Powder, in rugged square cut bottles, and Royal Oak Shaving Soap in a hollow square of pickled oak, water resistant . . . $10.00*

Right—Gift Set for pleasant shaving—Royal Oak Shaving Soap and Royal Oak After Shave Lotion, in handsome gift box . . . $5.00*

All items available individually at $2.50 each.*

*Plus tax on Lotion, Cologne, and Powder.

ROYAL OAK

Reg. U. S. Pat. Off.

DISTINGUISHED REQUISITES FOR MEN

Lightfoot, 663—5th Ave., New York 22, N. Y.







"SOMETHING CLASSIC" satirizes Isadora Duncan's school of esthetic dancing. Iva Kitchell starts out by pirouetting daintily with a garland of roses, then whips it wildly around her, ends up by idiotically skipping rope.

CONTINUED ON PAGE 62

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She was....

TEMPTATION



MEN THREW THEIR HEARTS AT HER FEET... THEIR LIVES TO THE DEVIL!







INTERNATIONAL PICTURES
presents

MERLE OBERON · GEORGE BRENT

CHARLES KORVIN · PAUL LUKAS

in "TEMPTATION"

.....You can't resist it!!



with LENORE ULRIC · ARNOLD MOSS · LUDWIG STOSSEL

Directed by IRVING PICHEL

Produced by EDWARD SMALL

Screenplay by Robert Thoeren • From the Novel "Bella Donna" by Robert Hichens and the Play by James Bernard Fagan

"Temptation" ..YOU CAN'T RESIST IT. See it soon at your favorite motion picture theatre

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♫All the world is serene
In that moment supreme
When I'm smoking
My Blackstone Cigar♫



"This makes it a perfect holiday, darling . . . lighting Daddy's Blackstone to top off a wonderful dinner."

Holiday time is Blackstone time. Because this cigar fits so perfectly into the spirit of relaxation and good fellowship. Blackstone is filled 100% with the finest long-leaf Havana tobacco grown in Cuba. Extremely mild. Completely satisfying. Furthermore, Blackstone Cigars are made in one of the most modern cigar plants in the world. Waitt & Bond, Inc., Newark 5, New Jersey.



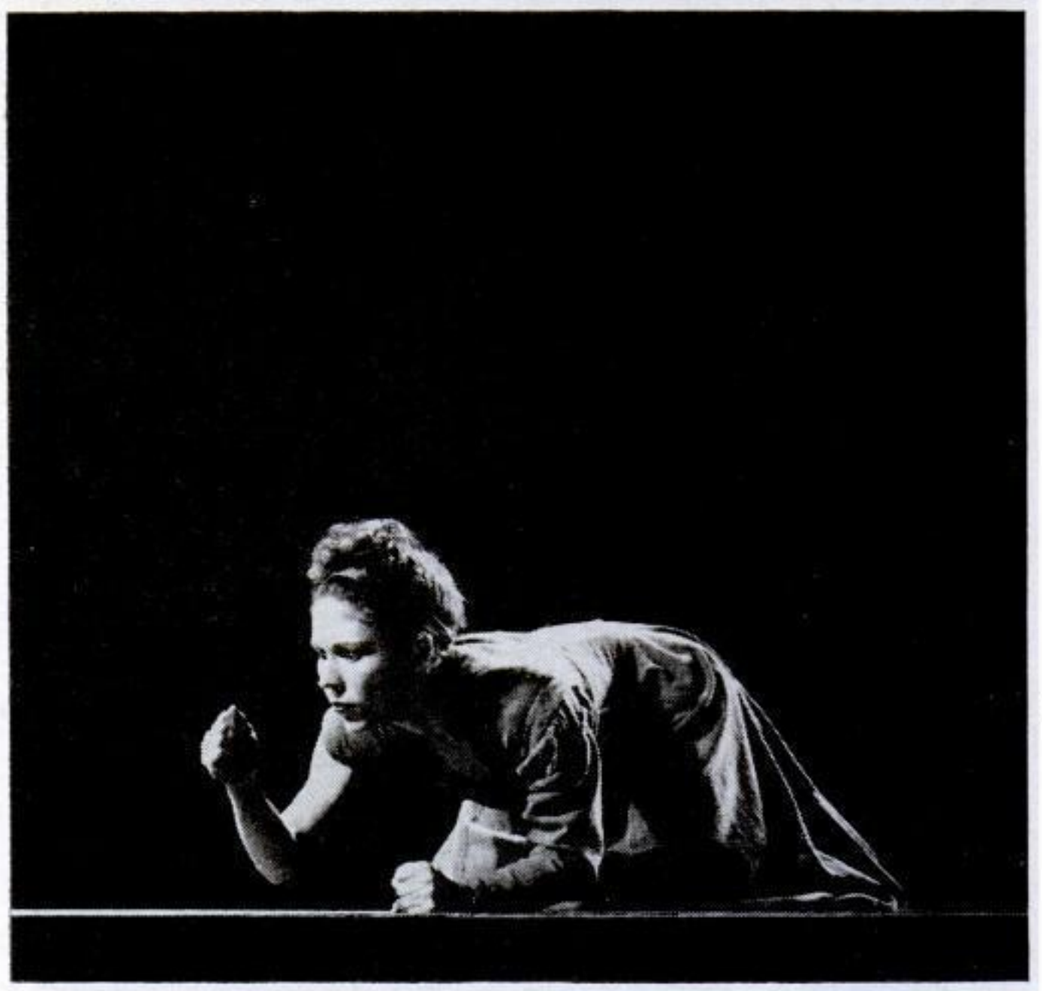
Relax with

Blackstone Cigar

the choice of successful men

FIVE FAVORITE SIZES: PERFECTO EXTRA, KINGS, CABINET EXTRA, PANETELA DE LUXE, BANTAM







"SOUL IN SEARCH" kids Martha Graham's style of dancing. While chanting, "Who am I—that seeks and searches and never finds?" Iva scrambles around on her hands and knees and gets hopelessly tangled in her own scarf.

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Have you tried "drink-it-and-sleep"

Sanka Coffee



in the new instant form?



Made instantly in the cup!

That wonderful caffein-free Sanka Coffee can now be made INSTANTLY! What convenience! And what marvelous flavor and aroma, too! Instant Sanka is all coffee, yet 97% caffein-free. You can drink it and sleep.

HERE'S the greatest news for coffee-lovers since this grand beverage came to America hundreds of years ago!

Now you can have rich, flavorful, full-bodied Sanka Coffee in *instant* form!

Just put a teaspoonful in the cup . . . add boiling water . . .

. . . and there it is ready to drink—the finest cup of coffee you ever tasted.

But more than that: Here's the coffee that's 97% caffein-free. So, if you're troubled by the caffein in coffee, say good-by to those troubles. For Instant Sanka won't rob you of a wink of sleep.

Instant Sanka, like regular Sanka, is *all* coffee, *real* coffee. Nothing added. Nothing taken out but the caffein.

Why not try Instant Sanka—today? Enjoy its flavor. Appreciate its convenience. And, by the way—a jar of Instant Sanka makes about as many cups as a pound of regular Sanka. That's *economy!*

Both Instant Sanka and regular Sanka are now at your grocer's or super-market. They're served in good restaurants everywhere.

new!



INSTANT SANKA COFFEE

NOTE: For drip or percolator, don't forget your favorite grind of Sanka!

LISTEN to Instant Sanka's New Thriller—"The Thin Man," CBS, Fri., 8:30 p.m., E.S.T., 7:30 p.m., C.S.T., 8:30 p.m., M.S.T., 9:30 p.m., P.S.T. Don't miss this half hour of chiller-diller entertainment!

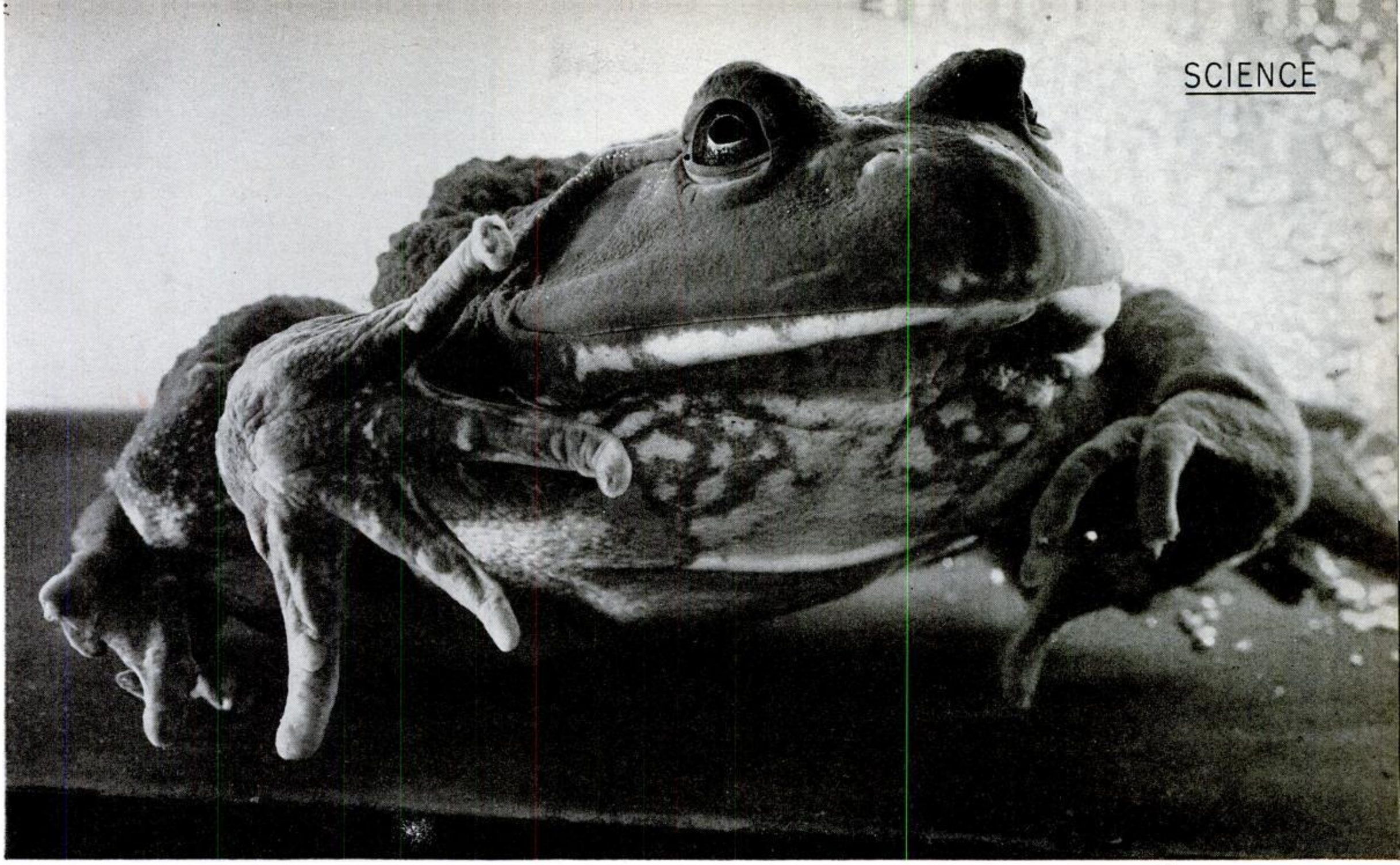
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Thanks for helping and best wishes for a Merry Christmas

BELL TELEPHONE SYSTEM

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WITH ITS EYES WIDE OPEN THIS BULLFROG GAZES ABOUT FREELY UNDER WATER. IT WILL CLOSE ITS SPECIAL LIDS, HOWEVER, BEFORE STARTING TO SWIM

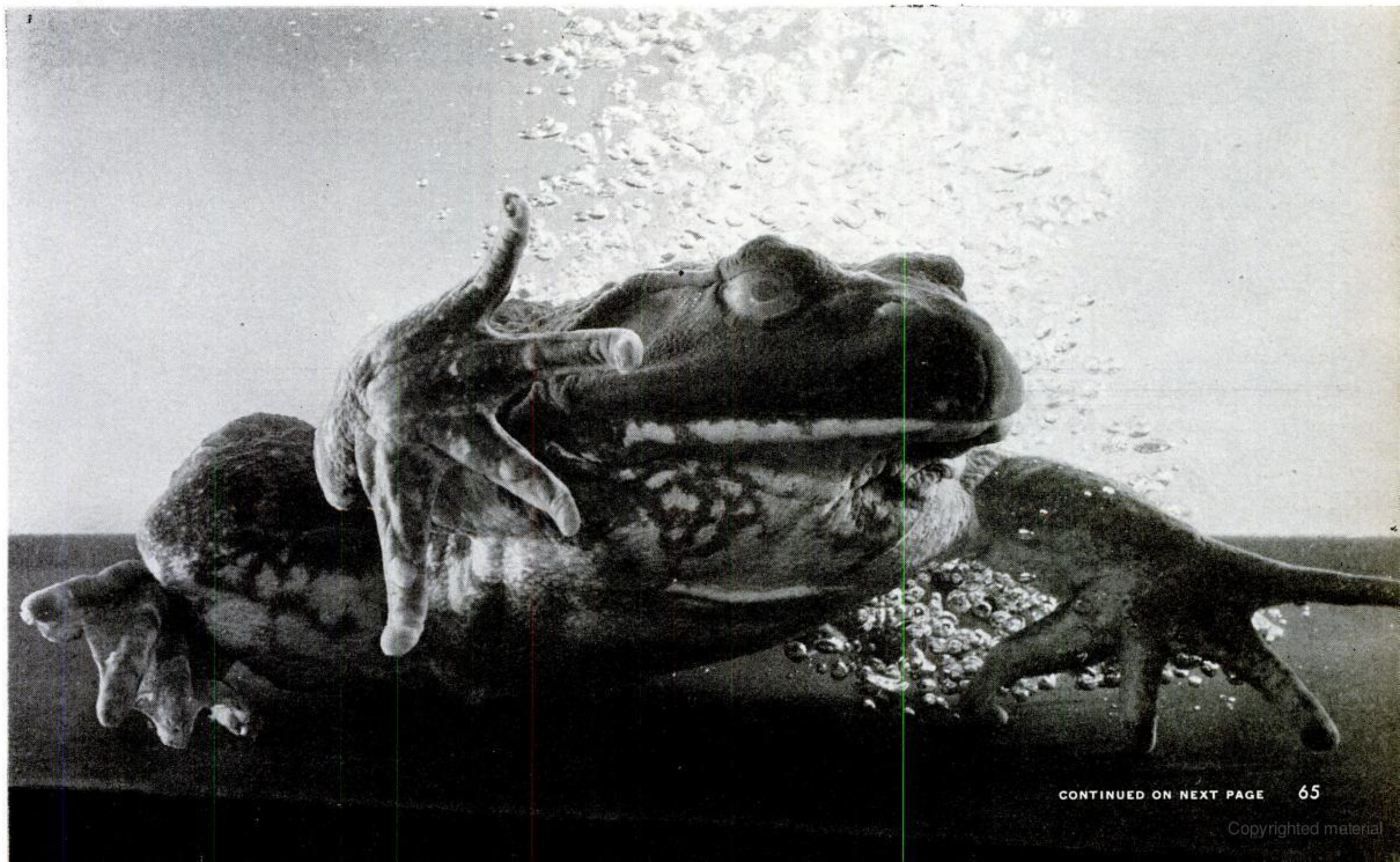
FROG'S EYELID

Extra transparent covering helps amphibians get around under water

Frogs, who live both in and out of the water, have some fascinating anatomical features to make their amphibious lives easier. One is a pair of transparent eyelids which they can pull over their eyes for protection when they swim through reeds or muddy water. On land the same eyelids make it possible for frogs to keep sight of a juicy fly even while blinking. These rare pictures by Eric Schaal show frog's transparent eyelid and how it works.

Frogs got these eyelids when they evolved from fishes, most of which have no eyelids at all. Fish eyes had to change in the evolution of the first land animals partly because they had no mechanism to keep them moist in the air. Some animals developed glands and two eyelids. Others added a transparent third eyelid. In addition to frogs the latter include birds, which fly with their extra eyelid pulled up like an airplane pilot's goggles.

WITH ITS LIDS SHUT THE FROG IS STILL ABLE TO SEE WHERE IT IS GOING AS IT SWIMS. THE LIDS ROLL UP FROM THE BOTTOM LIKE WINDOW SHADES



CONTINUED ON NEXT PAGE

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Those in the know...ask for

OLD CROW

KENTUCKY STRAIGHT

BOTTLED IN BOND



A TRULY GREAT NAME

Among America's Great Whiskies



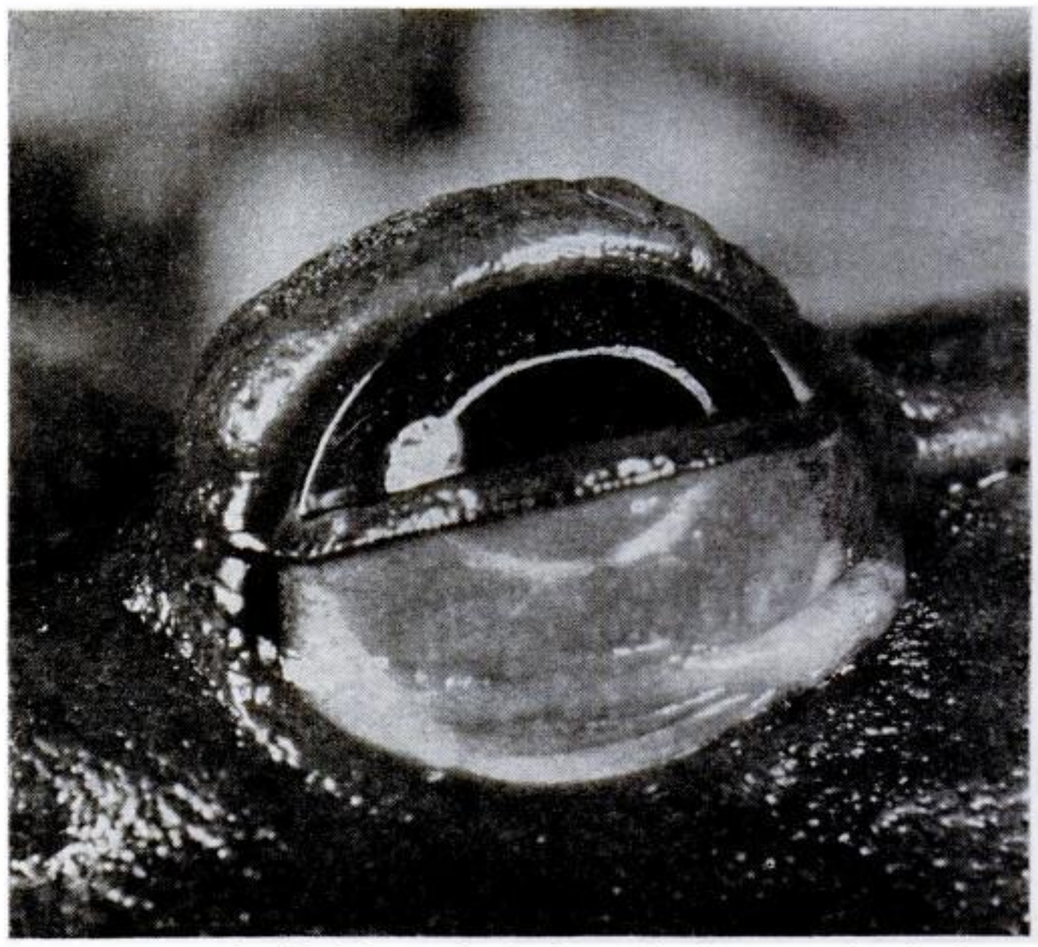
No roster of great American whiskies is complete without mention of Old Crow, no experience of fine whiskies complete without tasting Old Crow.

Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Products Corporation, New York

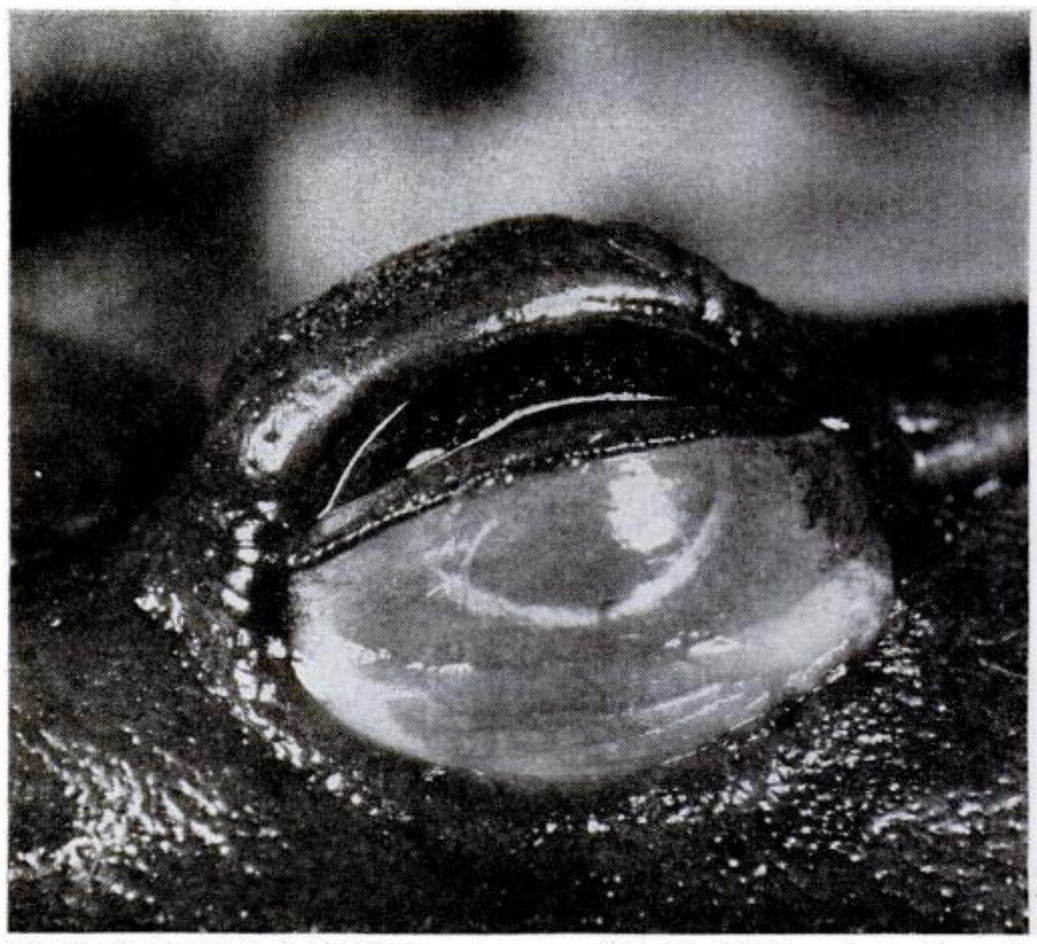
Frog's Eyelid CONTINUED



STARTING TO SHUT, the transparent lid rises from a pocket under the frog's eye. When not in use it slips out of sight and folds behind the lower lid.



HALF SHUT, the lid slides up slowly, drawn by a heavy tendon which encircles the eyeball. The lid also helps to keep eye moist when frog is on land.



ALMOST SHUT, the lid is drawn to top of frog's full-domed eye. Though it is only one cell thick, the lid is tough and quickly heals when it is injured.

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M-G-M presents the stars
who portray the dramatic life story of Jerome Kern



TWENTY-FIVE OF JEROME KERN'S MOST BRILLIANT SONG HITS ENRICH THIS DAZZLING MUSICAL ROMANCE!

1 **JUNE ALLYSON**
as the dazzling musical comedy star!

2 **LUCILLE BREMER**
as Jerome Kern's immortal "Sally"!

3 **JUDY GARLAND**
as Marilyn Miller, the toast of Broadway!

4 **KATHRYN GRAYSON**
as Magnolia of "Show Boat" fame!

5 **VAN HEFLIN**
as the father of the real "Sally"!

6 **LENA HORNE**
as the girl who loved "Bill"!

7 **VAN JOHNSON**
as the singing, dancing, hot-spot bandleader!

8 **TONY MARTIN**
as the dashing gambler "Gaylord"!

9 **DINAH SHORE**
as the siren of the sultry voice!

10 **FRANK SINATRA**
as the singing idol of millions!

11 **ROBERT WALKER**
as Jerome Kern, who wrote the songs you love!

IN TECHNICOLOR
and the most glorious Technicolor ever!

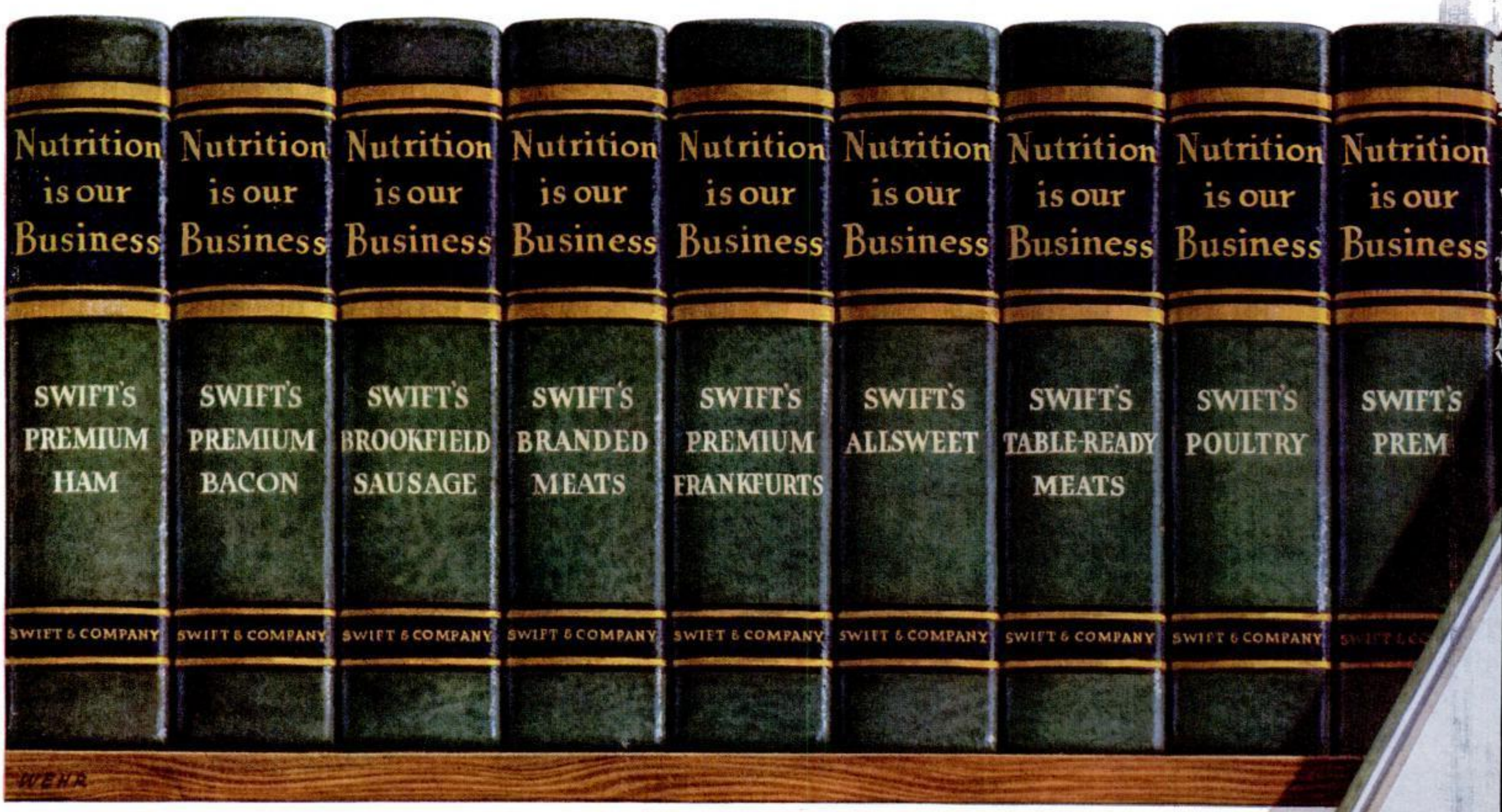
TILL THE CLOUDS ROLL BY

WITH **ANGELA LANSBURY • VIRGINIA O'BRIEN • CYD CHARISSE • THE WILDE TWINS**

Story by Guy Bolton • Adapted by George Wells • Screen Play by Myles Connolly and Jean Holloway • Based on the Life and Music of JEROME KERN • Directed by RICHARD WHORF • Produced by ARTHUR FREED

A METRO-GOLDWYN-MAYER PICTURE

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Swift Food Research writes a new "Best Seller"

Now a new member has been welcomed to the Swift family of quality foods. Born of Swift's knowledge and experience in the science of nutrition, "Swift's Meats for Babies"—like all Swift quality foods—are not only *good*—but good *for* you, too!

Swift & Company has never been satisfied to make its products merely fine tasting. Since 1892 the research laboratories founded by Mr. G. F. Swift have also maintained a ceaseless vigil over top quality. And through the years, Swift scientists have contributed many important chapters in the application of nutrition.

And now . . . babies, too

Now, in consultation with leading nutritionists and pediatricians, Swift food research has perfected a group of foods which will have great interest for parents everywhere—"Swift's Meats for Babies." These new foods—soon to be available from coast to coast—are the first meats especially prepared for the feeding of infants and very young children. Their high quality and fine flavor are as outstanding as those of "Swift's Premium Ham," "Swift's Premium Bacon," "Swift's Brookfield Sausage" and other nation-wide favorites.

Nutrition is our Business

Every product bearing a Swift brand name lives in a spotlight. Every step of preparation and distribution is supervised by

These Swift Quality Foods are representative of the excellence of all products bearing the name Swift . . . now as always the finest of their kind.



SWIFT'S PREMIUM HAM



SWIFT'S PREMIUM BACON

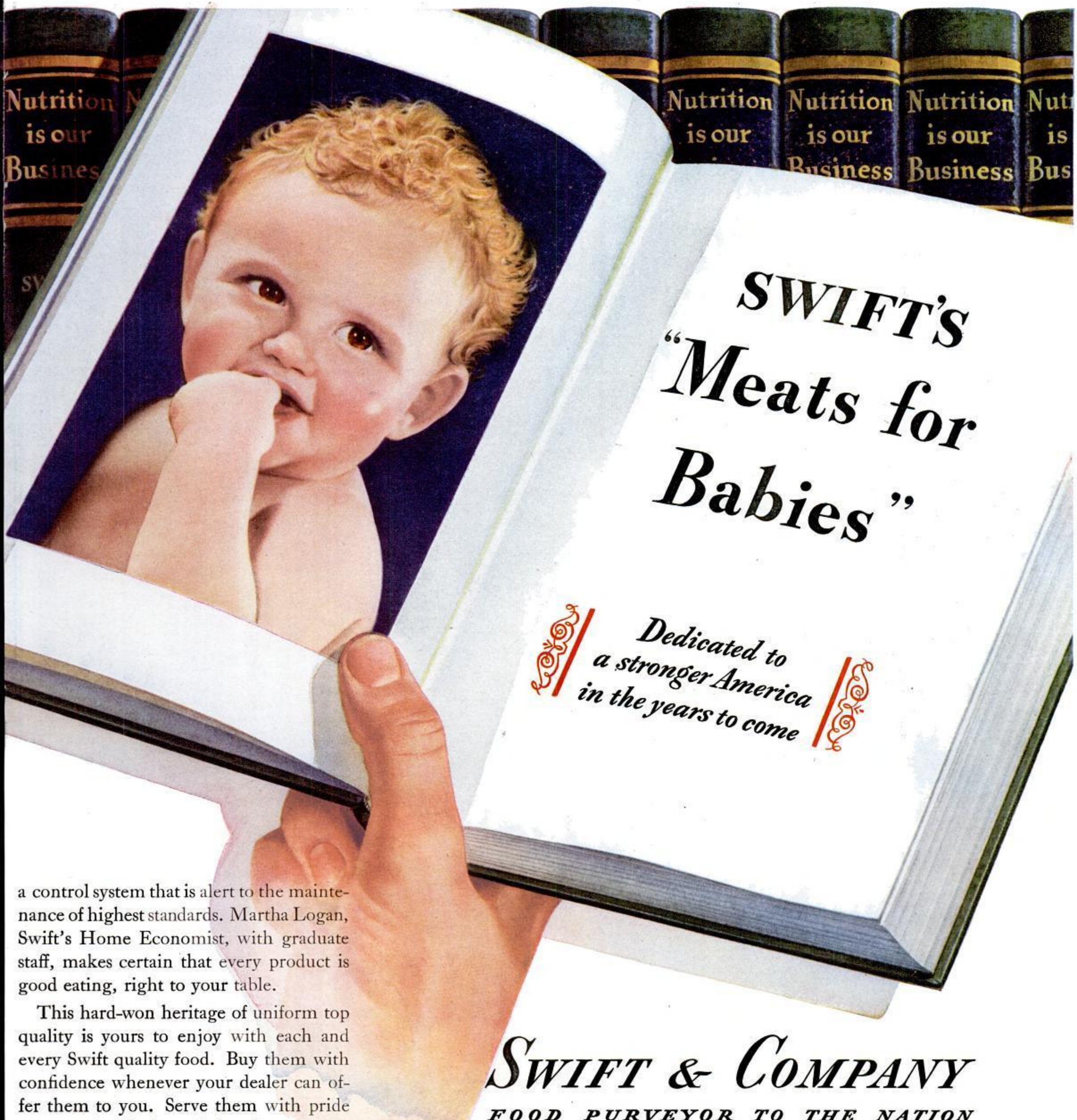


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SWIFT'S BROOKFIELD SAUSAGE

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a control system that is alert to the maintenance of highest standards. Martha Logan, Swift's Home Economist, with graduate staff, makes certain that every product is good eating, right to your table.

This hard-won heritage of uniform top quality is yours to enjoy with each and every Swift quality food. Buy them with confidence whenever your dealer can offer them to you. Serve them with pride—secure in the knowledge that each reflects the finest abilities of Swift & Company, whose business is nutrition.

SWIFT & COMPANY

FOOD PURVEYOR TO THE NATION



SWIFT'S PREMIUM FRANKFURTS



SWIFT'S MEATS FOR BABIES



This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. *All of Swift's resources, its 60 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.*

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DOCTORS PROVE

2 out of 3 women can have

Lovelier Skin in 14 days!

14-Day Palmolive Plan tested by 36 Doctors on 1285 women with all types of skin!





"My complexion had me singing the blues!"

says Eleanor Martin of New York. "It was so oily and coarse-looking that I was about ready to give up! Then out of the blue came an invitation to try the 14-Day Palmolive Plan, under a doctor's supervision.



"I got going lickety-split, and reported to a New York skin specialist. My group were all ages from 15 to 50. Some of us had dry skins; some oily; some just so-so. After a careful examination, the doctor gave me the Palmolive Plan to try in my own home for 14 days. I started the Plan that evening!



"'Here's the Plan that worked for 2 out of 3—
Yet it's quick and easy as A-B-C!'

"Here's all you do!

A — Wash your face with Palmolive Soap!

B — Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse!

C — Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect! Just 14 days after I started the Palmolive Plan, my complexion was less oily, less coarse-looking—finer looking, too! The doctors said 2 out of 3 women tested had lovelier complexions in just 14 days!"

YOU, TOO, may look for these Skin improvements in only 14 days!

If you want a complexion the envy of every woman—the admiration of every man—then by all means, start the 14-Day Palmolive Plan tonight!

Remember, the Palmolive Plan was tested on 1285 women of all ages—from fifteen to fifty—with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what beauty care they had used before.

Surely that is reason enough for every woman who longs for a lovelier complexion to start this *proved* new Beauty Plan with Palmolive Soap!

- Less Oily.....
- Smoother, Younger looking....
- Less Coarse-looking.....
- Fewer Tiny Blemishes—
- Less Incipient Blackheads.....
- Fresher.....
- Brighter, Clearer Color.....



P.S.



For tub and shower, get the new, Big, Thrifty Bath Size Palmolive—let your whole family enjoy Palmolive's soft, lovely lather *all over!*

DON'T WASTE SOAP—It uses scarce materials.

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

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HANDLESS WAR VETERAN HOMER PARRISH (HAROLD RUSSELL) MARRIES HIS PREWAR FIANCEE (CATHY O'DONNELL) AFTER DEEPLY DOUBTING THAT SHE WANTS HIM

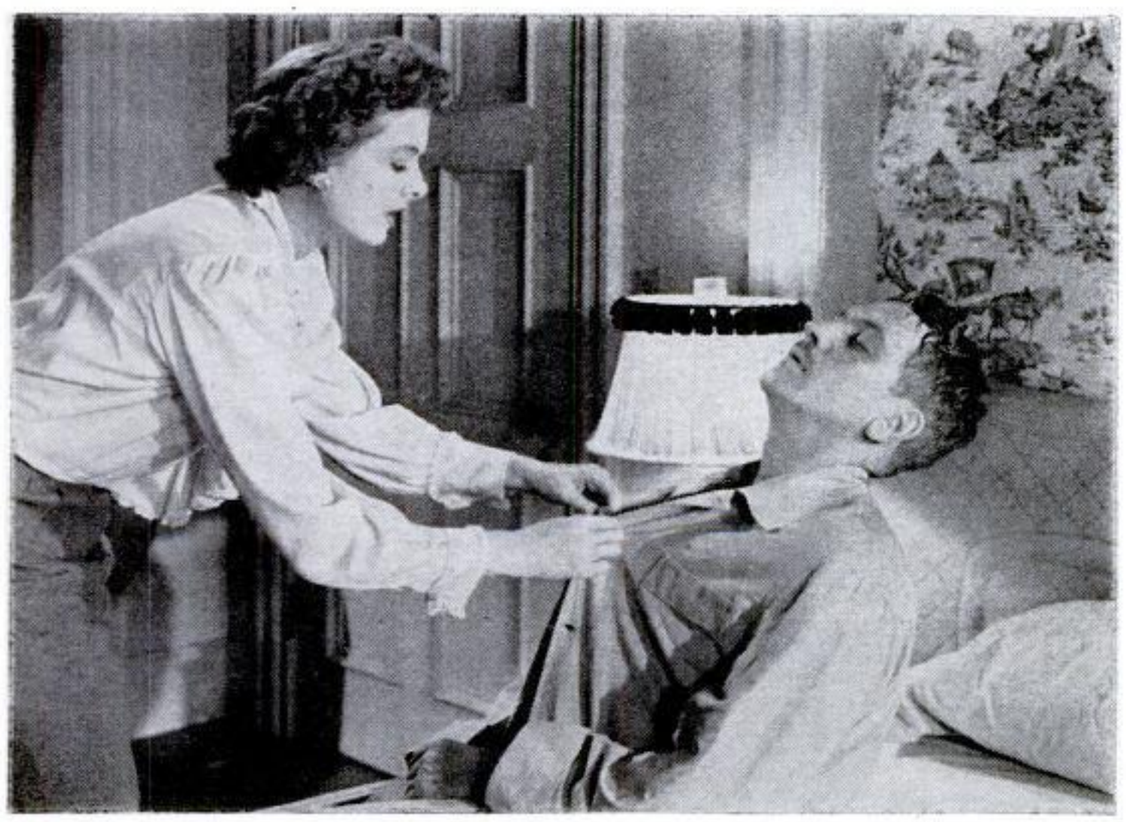
MOVIE OF THE WEEK:

The Best Years of Our Lives

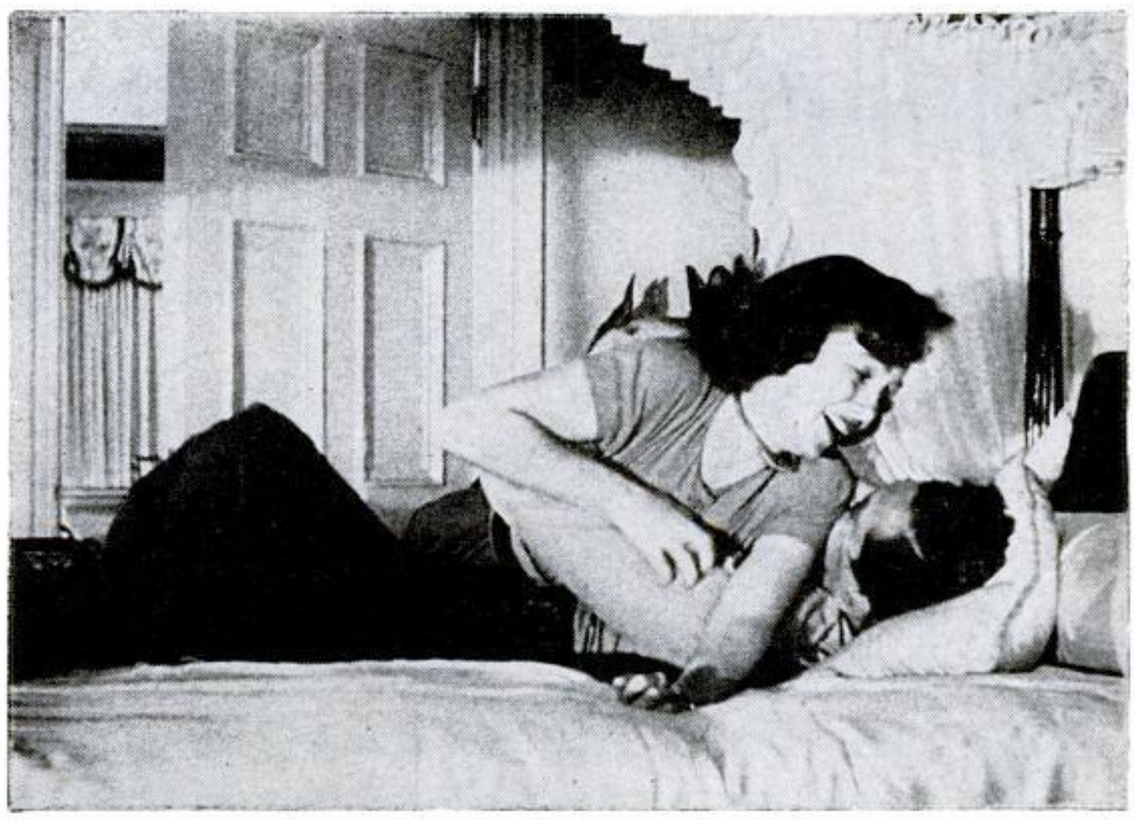
Three veterans solve the problem of fitting into a peacetime U.S.

The Best Years of Our Lives is the first big, good movie of the postwar era really to sink its teeth into current U.S. problems. To describe the readjustment of three widely different war veterans, it discovers them as they are returning together to the same home town and watches them pick up again the threads of normal life. One veteran is older, a sergeant who comes back to a happy family and his former good job in a bank, yet still finds peace uncomfortable. Another is a captain, a soda-jerker turned bombardier who knows no trade and is saddled with a trollop war bride. The third is a sailor who has lost both hands and must cope with an oversolicitous family as well as his own neuroses.

Producer Samuel Goldwyn, Director William Wyler and Writer Robert E. Sherwood have succeeded brilliantly in their examination of their uneasy veterans. *Best Years* has, of course, certain flaws: there is hokum stirred up with its drama; its 172 minutes are considerably overlong; its finale is miraculously happy. But it is an honest, adult and absorbing film. The acting is correspondingly excellent, notably that of Fredric March as the good-humored banker and Teresa Wright (*see cover*) as his sweet and headstrong daughter. And though no actor, ex-Sgt. Harold Russell, selected of obvious necessity to play the handless ex-sailor, shows up all the more honestly when playing himself: a good scout who stubbornly refuses to let his bad break get him down (*see pp. 74–75*).



MILLY AND AL (Myrna Loy and Fredric March) are a happy, prosperous couple who celebrate his return by going out on the town. Al ends up at home dead drunk.



PEGGY AND FRED (Teresa Wright and Dana Andrews) meet on the same night. She is Al's daughter. Fred comes home with Al, makes an inebriated pass at Peggy.

CONTINUED ON NEXT PAGE

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PARK & TILFORD

RESERVE

– the finest-tasting Whiskey of its type in America!

100 YEARS OF QUALITY

P&T FOUNDED 1840

P&T

PARK & TILFORD

RESERVE

WHISKEY

A BLEND

Blended and Bottled by PARK & TILFORD DISTILLERS, INC. NEW YORK, N.Y.

FOUNDED P&T IN 1840

"The Blend of Experience"

– backed by over 100 Years of knowing how!

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • 70% GRAIN NEUTRAL SPIRITS • 86.8 PROOF



CELEBRATION for Al's return ends up with Al passed out, Peggy driving and Fred, stranded because he cannot find his wife, invited to spend the night.



HOMER IS HARRIED by his pitying family into fumbling with the hooks he has learned to use well, drops a glass (*above*) and angrily stalks out alone.



AL SPEAKS at a testimonial banquet given for him by his bank. He propounds unorthodox policy of relaxing loan restrictions to help out veterans.

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PEGGY CONFRONTS her parents with admission that she has fallen in love with Fred. Al tries to break up the romance, induces Fred not to see her.



FRED IS LEFT by his floozy wife (Virginia Mayo) because he has only a low-paying clerk's job and no longer wears the uniform which made her love him.

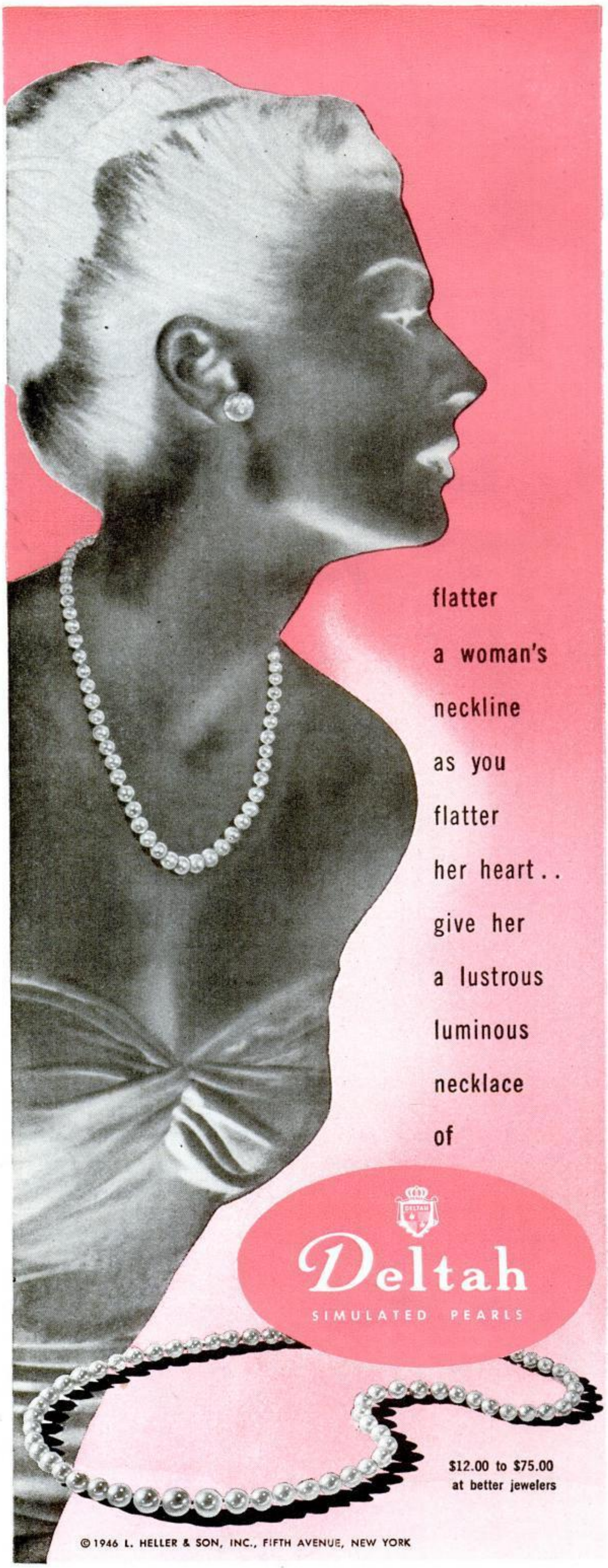


HAPPY ENDING comes for Fred and Peggy when he finds a rewarding job building veterans' homes and, now divorced, is free to ask her to marry him.

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RUSSELL POURS SOME MILK FOR STEPSON JERRY AS HIS WIFE LOOKS ON

HANDLESS VETERAN

Amateur Actor Harold Russell has no trouble with hooks, a great deal with anxious friends

by BERNARD FRIZELL

Harold Russell, who plays handless Homer Parrish in *The Best Years of Our Lives*, is not only a nine-day wonder in the movies but also one of the best-adjusted veterans of World WarII. The most widely publicized double amputee of the war,* Russell realizes that, though there is talk of his getting an Academy Award, he is strictly a one-shot and will probably act in no more movies. Instead he lives in Cambridge, Mass. and is taking a business course at Boston University so that he may go into advertising when he graduates.

Russell's accident occurred at Camp Mackall, N.C. on June 6, 1944, the same date as D-day in Normandy. A sergeant in a demolition squad, he was holding a half-pound block of TNT when it exploded. Both hands went with the blast, but he did not lose consciousness. He said to himself, "There goes the great Russell." That day his hands were amputated three inches above the wrists.

In Walter Reed Hospital, Washington D. C., Russell did not find the funereal atmosphere he had feared. It was filled with amputees whose morale was kept high by the example they all set. Nobody overtly showed pity for himself or anybody else. Any reference to amputated appendages was apt to be a gag, albeit grim. A person with both legs amputated was called "shorty," a man with one leg off "limpy" and a man with one arm was "a paper hanger."

The first time Russell saw the hooks that were to replace his hands his immediate and normal reaction was disgust. Worse was the day he first put them on. Over his shoulders went the harness which is attached to the hooks by a pull cord. The right hook is covered with rubber so that glasses and other slippery objects may be firmly gripped. The left hook is plain metal. Each hook is operated by moving the opposite shoulder. That first day was torture. Unable to make his new hands do anything, he was ready by evening to throw them out the window—and almost did.

Next day he tried again. When the regular ration of beer was served he announced with forced cheer, "This time, boys, come hell or high water I'm going to drink that beer without a straw." He grabbed the beer with the right hook, drew it up toward his mouth—and then spilled it all over the floor, the bed and himself.

The simplest things could only be learned the hard way. Through one heartbreaking failure after another Russell kept doggedly at it. Within three weeks he handled his hooks so well that one day the colonel in charge brought a distinguished party of surgeons around to see how he did it. Entering Russell's ward, they found him with his back turned and on his knees. Russell noticed the men around him had stopped talking and gotten up, but continued what he was

**Of 1,202 double amputations among veterans of World War II, 70 lost both hands, 979 lost both legs and 153 an arm and a leg. In addition there were 16 triple amputations and two quadruple amputations.*

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RUSSELL TYPES, HUNT AND PECK, AT THE RATE OF 25 WORDS A MINUTE

doing. "Come on, seven," he cried, rolling out the dice. The distinguished visitors were properly impressed. Russell notes, however, that "The hooks didn't roll out any more sevens than my hands did before them."

Learning to adjust himself to his hooks was by no means so large a problem for Russell as that of teaching others to accept them without embarrassment. He got his first taste of these new difficulties the day an airplane took him home from the hospital. Waiting at the airport were his mother and his grammar-school sweetheart, a pretty brunette named Rita Nixon. Russell decided to meet the problem head-on and waved at them with his hooks. The two women were obviously shaken, and although it was some months, Rita says, before she fully recovered and accepted the hooks as normal, Russell still feels this was the best way.

Russell's family and friends were nevertheless good actors and he says he had no trouble with them. Around the neighborhood it was different. "They felt uncomfortable," Russell recalls, "and didn't know what to say." There was an old Irish lady, for example, who remembered that before the war Russell was a good football player and golfer. He sold meat in a chain store and she was one of his customers. When they met again a flood of pity welled up in her. "It's a shameful and terrible thing that's happened to you," she began. Then, realizing that this approach was wrong, she took the opposite tack. "And is it a wonder," she exclaimed, "that it's your hands you've lost? Just think of all the times you weighed the meat on the scales and sold your hands with it."

"I was all right," Russell laughs. "My problem was to make the people I met feel at ease. I just acted myself and didn't sulk in corners hiding the hooks. When my neighborhood friends saw I was okay and laughing they said to themselves, 'Why should we feel sorry for him? He's getting along better than we are.' "

Before receiving his Army discharge, Russell acted in a training film showing amputees throughout the country how to master their problems. The training film was seen by Samuel Goldwyn. Shortly after, Russell got the call from Hollywood.

Russell rapidly became so expert with the hooks that there was no normal daily function he could not perform with them except to tie his neckties. One day he asked Charlie McGonigle, a handless veteran of World War I, who uses hooks, how he did his ties. "My boy," said McGonigle, "I got married."

So did Russell—to Rita. Things run very smoothly in the Russell household. Rita's 4-year-old son by a former marriage has never spoken of Harold's hooks as anything exceptional. In addition to what he earned in Hollywood, Russell is getting a lifetime pension of $240 a month. He does all the things about the house that a husband normally does, even to the point of avoiding—successfully, too—the chore of drying the dishes. "I might break them," he says. To Rita that sounds like a normal husbandly dodge.

Just how normally Russell can be taken was best demonstrated when he was still in uniform. With a few Army buddies he went to the Silver Dollar bar in Boston. Several sailors were sitting next to them and an Army-Navy debate developed about which service was responsible for Navy guns shooting down U.S. Army planes over Sicily during the war. The argument got heated and it looked as though fists would fly. "I wasn't arguing," Russell says with great earnestness, "but those sailors counted me in with my friends. That meant they were going to sock me too. I've never been so flattered."

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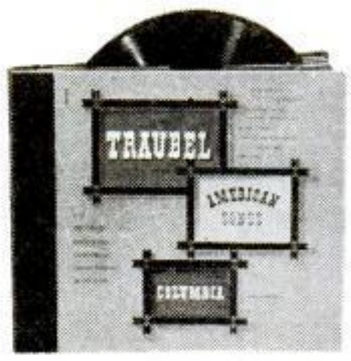
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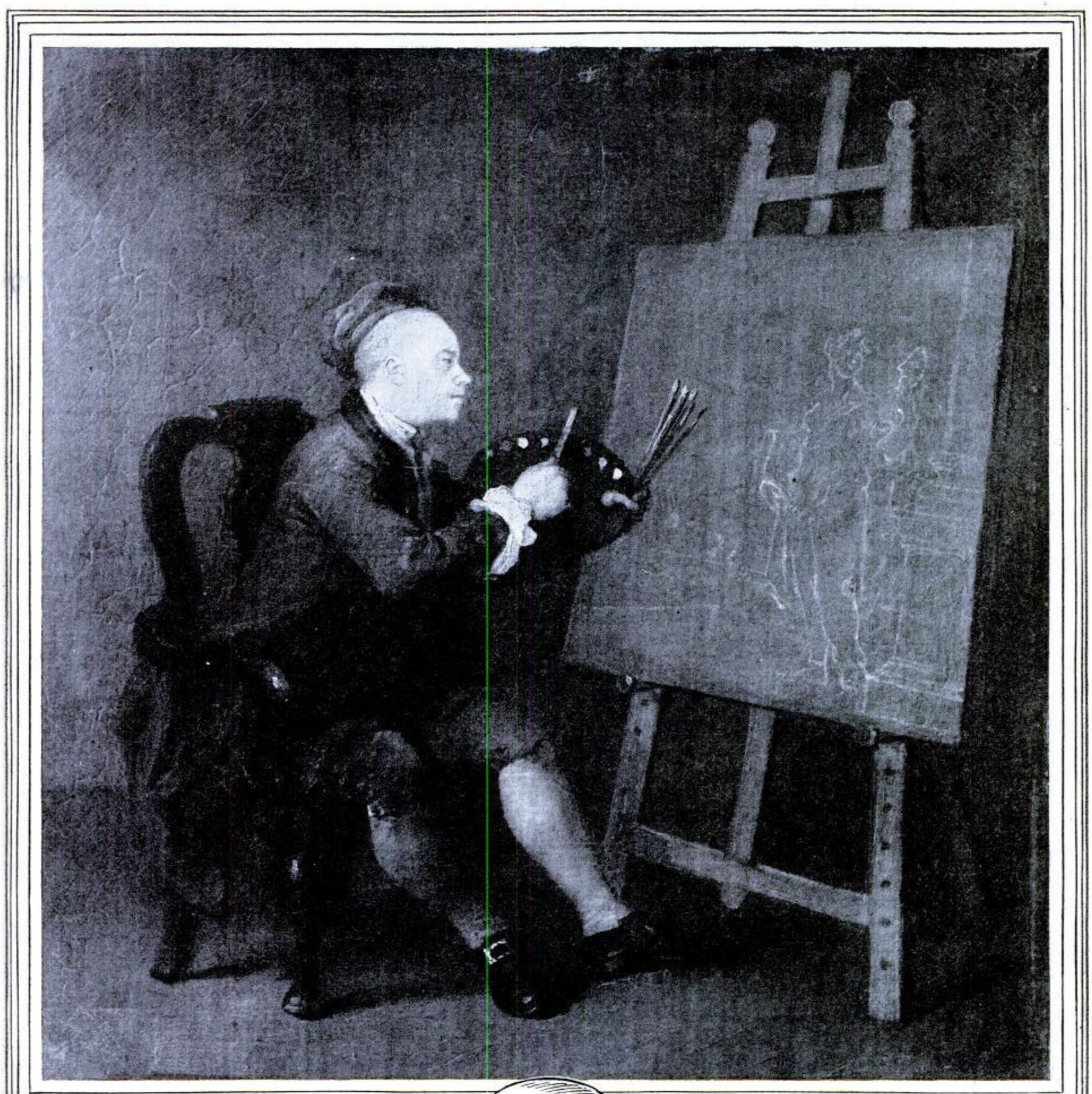
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SELF-PORTRAIT

Hogarth

ENGLISH ARTIST WAS GREAT SOCIAL HISTORIAN

"OTHER pictures," wrote Charles Lamb, "we see; Hogarth's we read." It is not for nothing that William Hogarth sometimes referred to himself as an "author"; that "Hogarthian" has become as familiar as a literary epithet as Rabelaisian or Byronic, or that thousands of people who are bored by pictures are fascinated by Hogarth's. For two centuries his prints and his dramatic "moralities," like *Marriage à-la-Mode* (*p. 80*), have made Hogarth without equal as a satiric storyteller in pictures.

Though William Hogarth could also be a "pure" painter, as his self-portrait (*above*) and *The Shrimp Girl* (*p. 79*) bear witness, his greatness, after two centuries, rests surely on his reputation as a great social historian of his time. For Hogarth knew his London, both low and high. He was born, in 1697, the son of a poor schoolmaster and apprenticed to a London silver-plate engraver. But he rose from poverty to marry the daughter of Sir James Thornhill, whose art school he attended. Before his death in 1764, he became court painter to George III.

Hogarth had too passionate a sense of the world, too piercing an eye for its follies and vices, too downright and participating and middle-class a nature not to want to offer direct testimony rather than a more detached artistic vision. Peering into faces like some master phrenologist, searching out rooms like some expert appraiser, moralizing, protesting, poking fun, piling up detail, Hogarth caught 18th Century London more fully with a brush than did any novelist with a pen. What has been soundly leveled

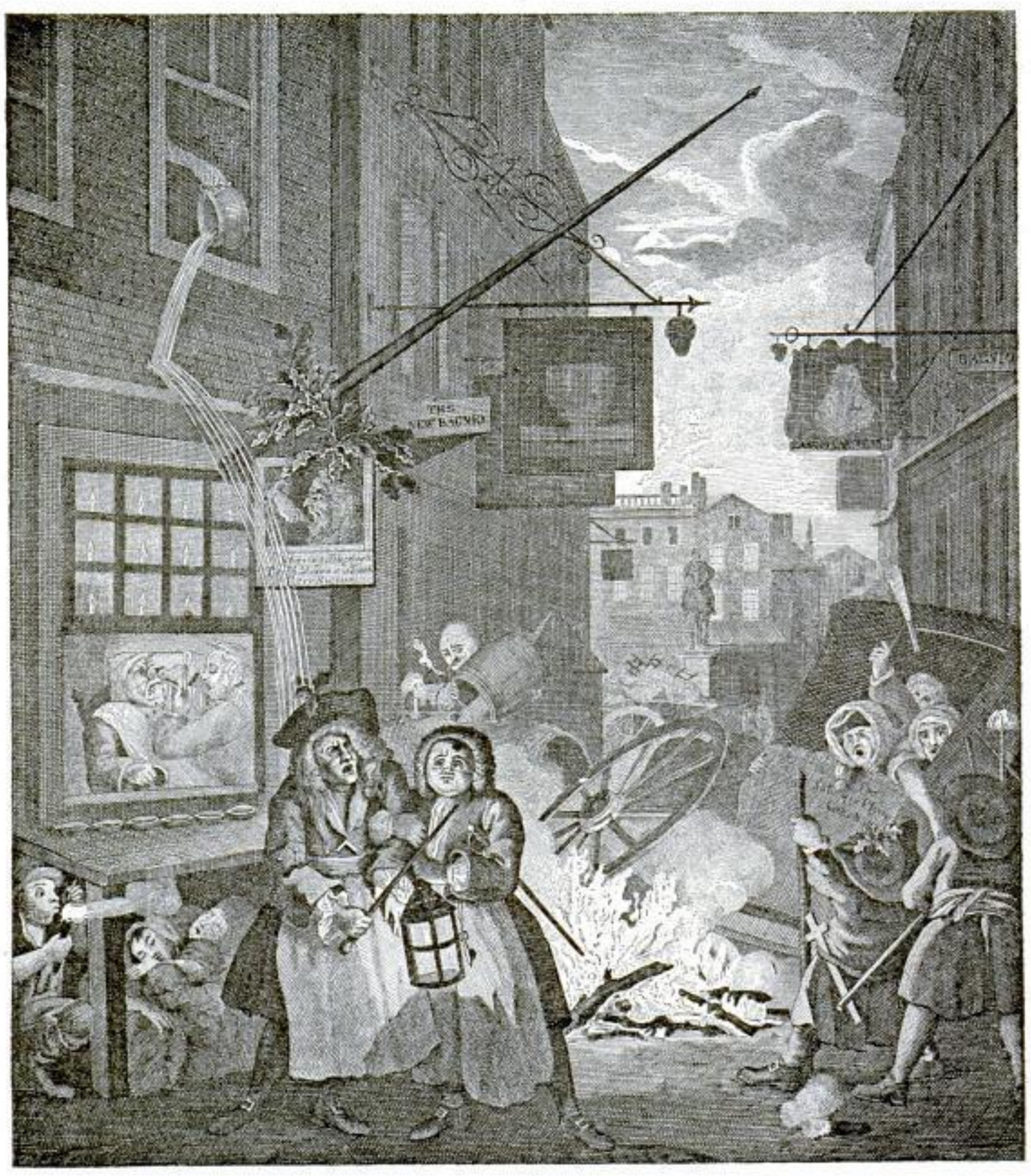
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NOON

In Hogarth's day Hog Lane was the Sunday promenade of French Huguenot refugees who found asylum in London. Hogarth liked to contrast foppish French (*right foreground*) with their lusty, red-blooded English neighbors.



NIGHT

In this Hogarth view of Charing Cross, a drunk, supported by his servant, staggers home oblivious of the slops from the window above, the barber shaving a customer and the Salisbury Flying Coach upset in the middle of a bonfire.

HOGARTH CONTINUED

against him as an artist—that he "leaves nothing for the imagination to do"—simultaneously glorifies him as a commentator. His picture is complete. Yet for all that the picture is not quite literal: the final effect in Hogarth is the satirist's effect, not the realist's.

The London that Hogarth painted was a world of violent contrasts and vivid extremes, of brilliant light and brutish darkness, of high style and anarchic squalor. The Age of Reason, as it was called, produced some of the most irrational creatures known to history. One great aristocrat thought laughter vulgar; another thought hangings fun. Scholars killed each other over a Greek accent; Admiral Byng, just before he was executed, methodically took his usual draught for the scurvy; a Queen of England, Caroline, talked filth for hours on end, and a King of England, George I of Hanover, could not talk English at all.

Hogarth's London was picturesque enough, with its surviving windmills, its parklike squares, its trim Georgian houses, its bellied-window shops, its shop signs bearing such names as The Lamb and Inkbottle. By day, sedan chairs carried ladies of fashion on a round of shopping and calls; by night, linkboys lighted the darkness with high-held torches. Gentlemen wore swords on their hips and dueled in the fields behind the newly opened British Museum. For years from the City gates at Temple Bar hung the rotting heads of the Jacobite traitors, executed for their loyalty to the Pretender, Bonnie Prince Charlie. The Thames, all the way from Hampton Court to Greenwich, was a great highway—happily free from highwaymen—with barges and their fares shouting gratuitous insults at one another for pastime. The art of the insult was most consummately practiced by the great Dr. Johnson, who, pelted with abuse, once flung back this classic crusher, "Sir, your wife, under *pretense* of keeping a bawdy house, is a receiver of stolen goods."

It was a foul-mouthed, coarse and hard-living age, and by no means all of London was picturesque. Ditches filled with offal and dead dogs ran down the middle of the streets, and housewives poured their slops out of upstairs windows. With hawkers and bell ringers everywhere, the noise was almost as frightful as the stench. It was an age that snapped its fingers at sanitation, when even a great lady, chided at the opera for her dirty hands, could calmly reply, "You should see my feet."

Upper-class life was for the most part brilliant, dissolute and cynical. "Caress the favorites, avoid the unfortunate and trust nobody," was the recipe for success of Lady Mary Montagu, famous wit and letter writer. High life meant high living: the gouty great world ate (with their knives) only a little less than they drank and drank only a little less than they gambled. Every fine gentleman had to be a "three-bottle" man, and there were those who could empty six. The gambling ran so high that ancestral estates hinged on a throw of the dice. One young lord not yet of age won £11,000 on a single hand and grumbled at what he might have won had he "been playing deep."

Aristocrats tended to run to extremes. During Hogarth's youth certain young bloods were such hoodlums that they went around trussing people up and even gouging out their eyes. Others were such exquisites that they carried muffs "to keep their hands at an even temperature." When asked at dinner if he would have some beef, one of these young esthetes answered, "Beef? Faugh, don't you know I never eat beef, nor *horse*, nor any of those things?" Manly or effeminate, all Englishmen still wept freely without shame—not least at the playhouse, where a great actor like David Garrick (*p. 82*) might expire on a carpet that was specially lugged on the stage for him to die on.

The soberer merchant class was part of yet another and a newer London, the London of the daily newspaper and the penny post. The middle classes lived, usually, over their shops, filled the coffeehouses or went to hear the passionate preaching of Methodism's founder, John Wesley, visited the gaudy London fairs, stared at the raving mad in Bedlam (Bethlehem Hospital) or inspected the lions that were the rage at the Tower of London (whence the expression "to lionize"). Yet it would be a mistake to think of these citizens as highly industrious and genteel. They were a part of their times, for they too guzzled and wenched and they too gambled. One of them, in fact, gambled away his wife with her own consent.

The poor, victims of a predatory and not very philanthropic age, had as few morals as they had hopes. In certain slums infant mortality was 100% and unwanted babies were actually tossed on dunghills. Since a laborer earned about nine shillings a week, it is hardly surprising that he should have spent most of it on gin (*see p. 83*). The gin-drinking

TEXT CONTINUED ON PAGE 83

ON FOLLOWING FOUR PAGES: HOGARTH PAINTINGS

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THE SHRIMP GIRL

Once, wandering through London's 18th Century streets, Hogarth caught this lively expression on the piquant face of a market girl selling shrimp. From that memory he later produced one of his most famous paintings.

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MARRIAGE A-LA-MODE

The paintings on this page represent Marriage à-la-Mode, one of Hogarth's famous "moralities." In this picture, "The Marriage Contract," a merchant (*center*) buys a title for his daughter, who is already bored with fiance (*left*).



THE BREAKFAST SCENE

Merchant's daughter and her new husband, Lord Squanderfield, are both too tired to go over accounts with the household steward (*left*). The bride has spent evening before with her lover, her husband with his mistress.



VISIT TO THE QUACK

Lord Squanderfield finds it necessary to take his mistress, in blue-ribboned cap at right, to a quack doctor for treatment. Hogarth's London was full of such fake practitioners who claimed that they could cure venereal disease.



THE TOILET SCENE

Countess Squanderfield entertains her new high-society friends while making her elaborate toilet. Gentleman talking to her at right is Counsellor Silvertongue, her lover. They are being serenaded by an Italian singer at left.



DEATH OF THE EARL

Lord Squanderfield surprises his wife in a rendezvous with her lover. The Earl has just been mortally wounded by Counsellor Silvertongue, who is escaping through a window. Countess begs her dying husband to forgive her.



DEATH OF THE COUNTESS

Hogarth rounds out the tragedy of Marriage à-la-Mode and points its moral with the Countess' death from a self-administered poison. Her mercenary father attends her deathbed only to remove wedding ring from her finger.

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COUNTRY DANCE

Hogarth sometimes recorded contemporary customs in genre sketches like the one above without satiric comment. This is the way the landed gentry used to entertain their tenants and hangers-on at annual country dances.

CALAIS GATE

On a trip to France, Hogarth noted the contrast between her fat, sleek priests and her lean and hungry soldiers. He painted them (*below*) all drooling over a side of good British beef and painted himself at left, busily sketching the scene.

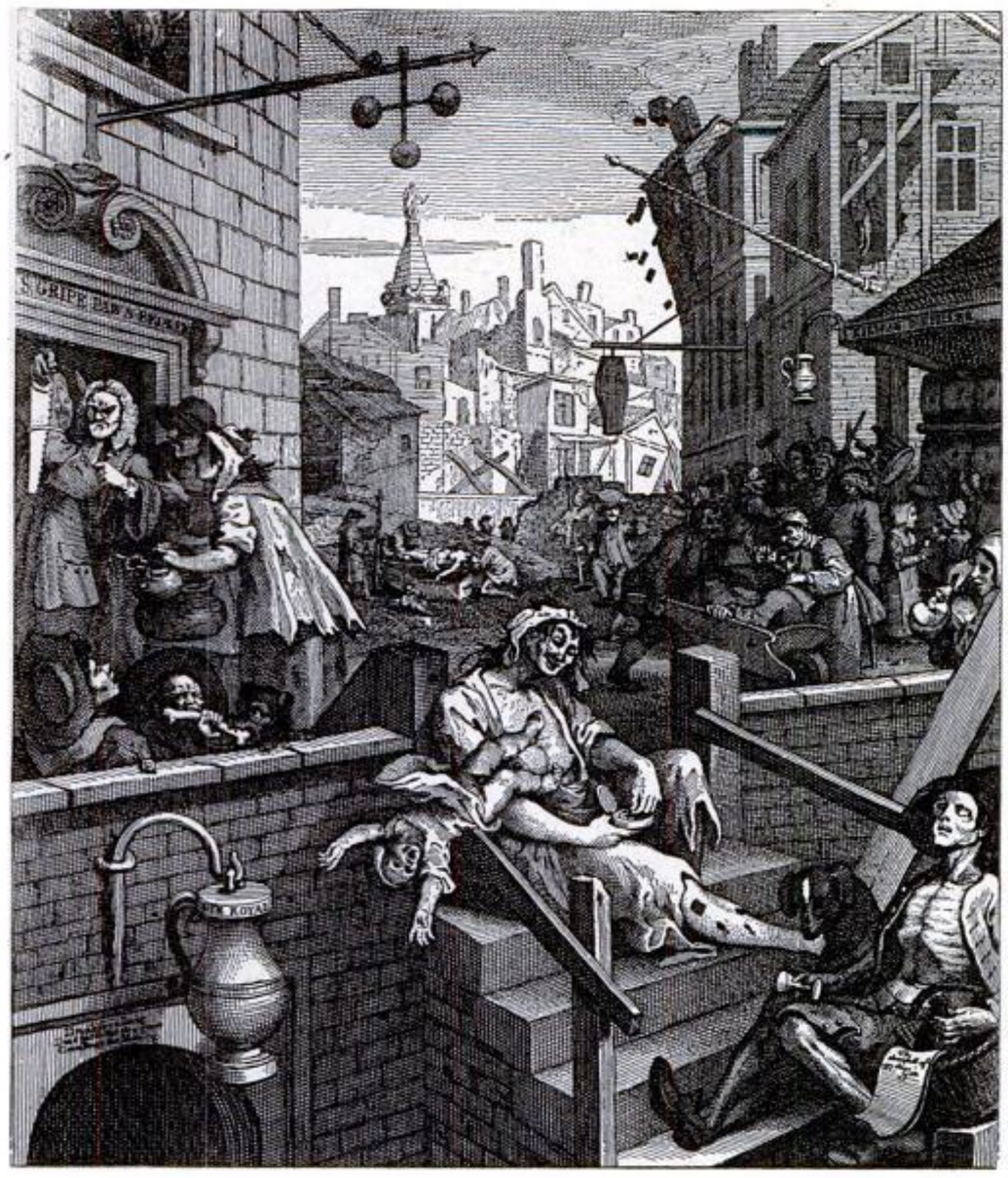
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DAVID GARRICK AND HIS WIFE

Hogarth did several portraits of the great Shakespearean actor who was his friend. This one, which belongs to King George, shows David Garrick's pretty wife, a German dancer, trying to entice her husband from his work.

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GIN LANE

Besotted mothers neglect their babies, workmen pawn their tools for drink, a thirsty mob storms a liquor distillery in this famous Hogarth print made in 1751. That year Parliament limited retail sales of gin.

HOGARTH CONTINUED

that suddenly swept over London in Hogarth's youth and lasted until his old age was, along with smallpox, the most disastrous scourge of the period. It became, in Novelist Henry Fielding's phrase, "the principal sustenance of more than 100,000 people" (about a sixth of the population of London), lowering their morals, ruining their health, threatening their sanity. Gin, which British distillers had learned to make cheaply, was sold everywhere, even in weavers' shops. Outside one gin shop hung a sign proclaiming with gruesome facetiousness that you could get "drunk for a penny, dead drunk for two-pence." More and more people went homeless or perished or turned to violence and crime.

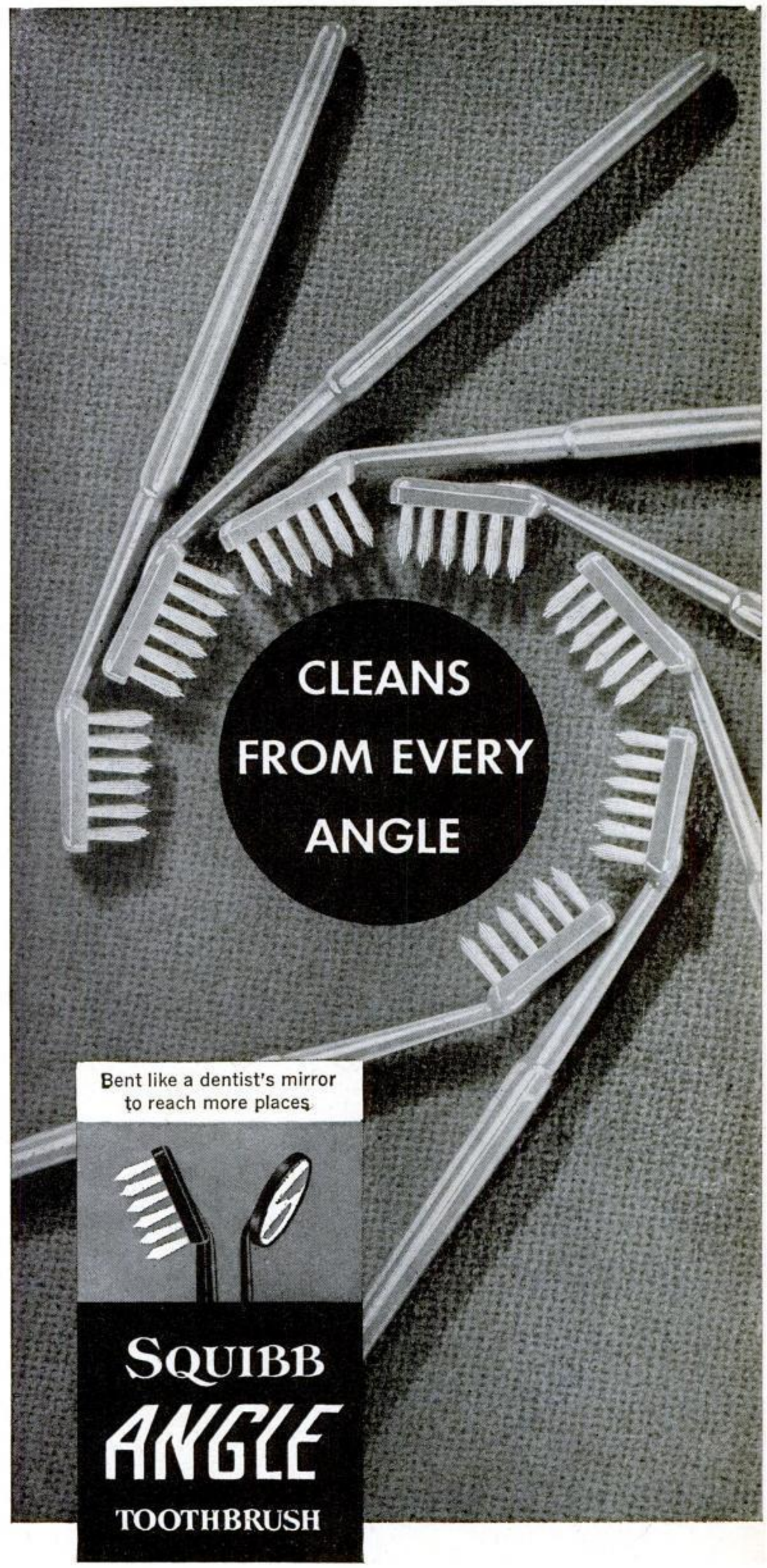
London became the scene of awful and audacious crime, but the punishment more than fit it. Women who murdered their husbands could still be burned at the stake. Traitors were cut down from the scaffold and, while still breathing, disemboweled. There were more than 160 offenses punishable by death, such as taking linen from a bleaching ground or cutting down trees in a garden.

This was the cynical, brutal age that Hogarth walked through, rebelled against, won recognition in. The U.S. this winter is getting a panoramic view of Hogarth's era in an exhibition of his paintings, which are now at Chicago's Art Institute and which will move next month to New York's Metropolitan Museum of Art.

But however sordid it was, Hogarth's was a solid age, full of boundless energy and an exultant sense of expansion. Britain's middle classes were gaining ever more power, her commerce spreading ever farther and wider, her industries were growing, her colonies multiplying.

Into the cultural life of this burgeoning British era went the same vitality. England's 18th Century made progress in all the sciences and created an aristocracy of high polish and wonderful style. It gave the world Handel, Pope and Johnson and produced *Robinson Crusoe* and *Gulliver's Travels* and *Tom Jones* and *Tristram Shandy*. And in the one year, 1759, the great Whig statesman, William Pitt the Elder, brought Britain such victories on the Continent and such conquests in America and India as made her the greatest empire of modern times.

—Louis Kronenberger



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PAPER-DOLL GIRLS

Americans wear look-alike dresses

Although American women live in a land of individualism, they apply themselves assiduously to looking like one another. Year in and year out for the past 20 years the dress that most American women like best is the simple button-down-the-front style shown above. If they were to stand together, as the models above do, the wearers of this style would seem to be so many look-alike paper dolls. These girls have slipped into dresses cut from 2½ yards of rayon which close with 10 or 12 buttons and are duplicated in 5,000,000 models.

Biggest variations in these dresses are obtained in color and pattern of material. But in addition each of the above has its own individual modification

THE 1946 FASHION SUCCESS IS THE BARE-SHOULDER DRESS. A HUNDRED THOUSAND U.S. WOMEN HAVE EMERGED AFTER DARK THIS YEAR WEARING THE LUXURIOUS



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TOP OF A BRICK WALL IN NEW JERSEY AGAINST THE NEW YORK SKYLINE, WEARING VARICOLORED RAYON DRESSES OF THIS STYLE THAT COST FROM $8.95 TO $14.95

such as (*from left to right*) 1) full, three-quarter-length sleeves, 2) tie at neck and draped skirt, 3) self-belt with floppy bow, 4) fly-front from waist to hem, 5) yoke and sleeves piped in white, 6) black patent-leather belt on an umbrella print, 7) contrasting sleeves and 8) hip pockets with buttons. Women like these dresses because they are cheap, comfortable, good-looking and stay in style until they wear out.

But the American desire to look alike is apparently based on more than comfort and economy. Even women who can afford expensive clothes do their best to resemble their sisters. This year they are all wearing necklines that reveal their collarbones, as demonstrated by the paper-doll girls below. From left to right these afterdark dresses are 1) rayon crepe trimmed with beads, 2) lamé with a draped skirt, 3) pure silk, princess style, 4) waist and skirt of lamé, 5) lamé with front bustle, 6) velvet trimmed with ermine, 7) red wool jersey and 8) black marquisette, harem style. These dresses will all be swept into discard when the season and the fashion are over.

AND REVEALING DRESSES SHOWN WHICH ARE BELOW. THESE ARE ALL DESIGNED BY CEIL CHAPMAN, COME IN MANY DIFFERENT MATERIALS AND COST FROM $60 TO $90



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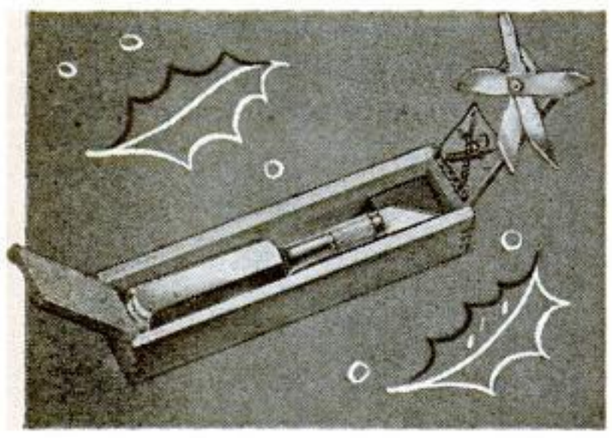
Hobby New Year!



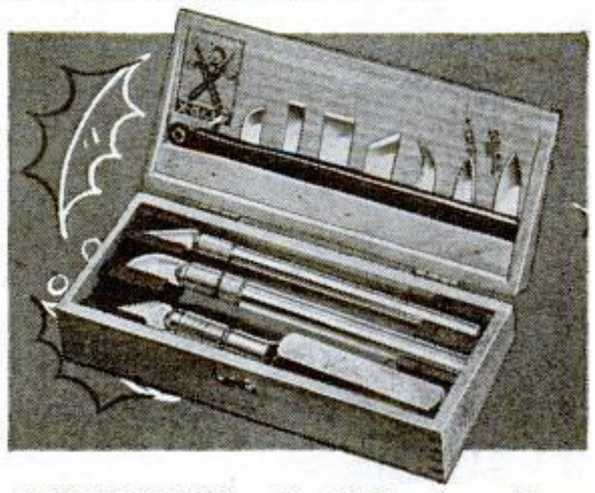
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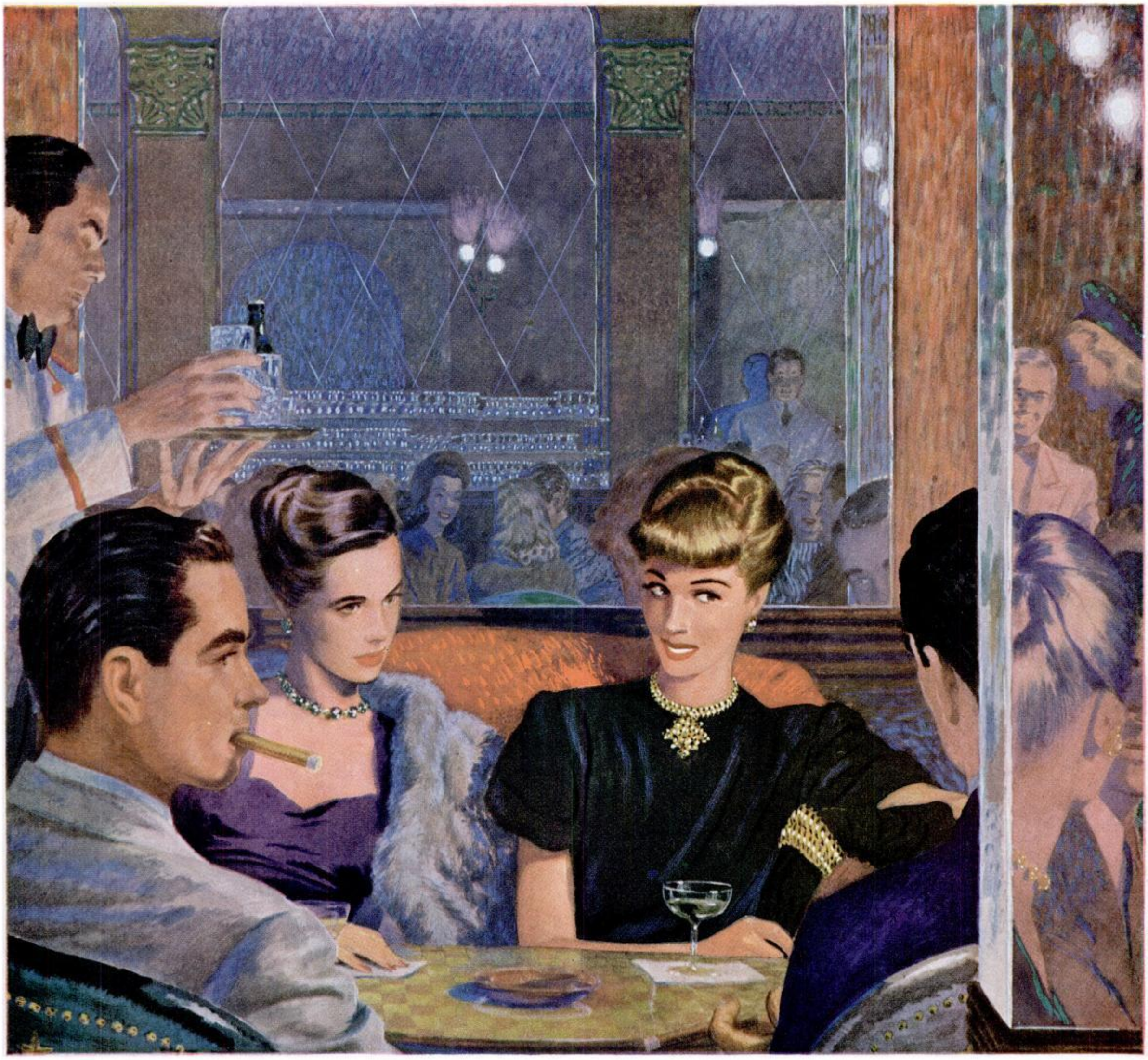


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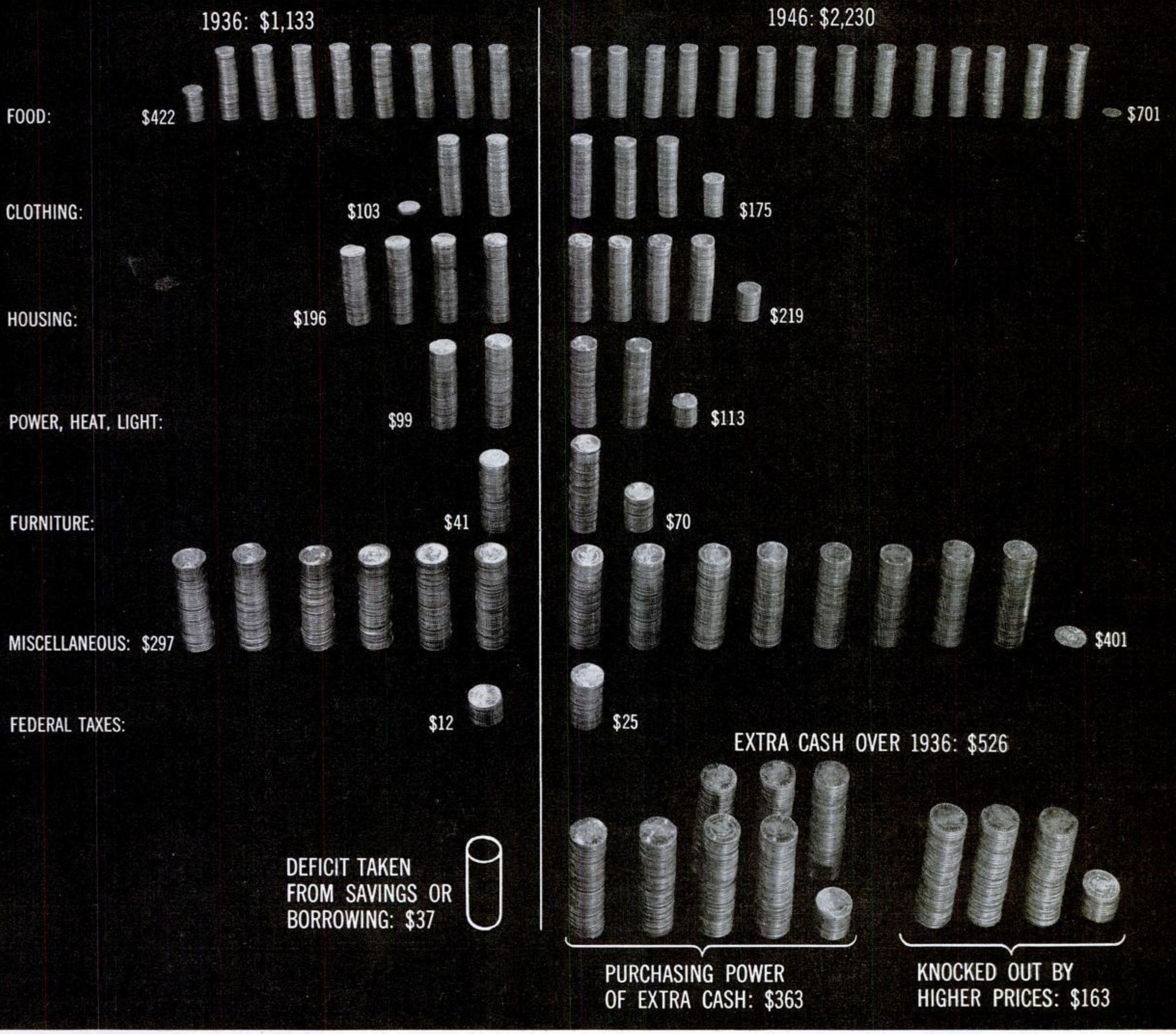
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THE REDISTRIBUTION OF U.S. WEALTH

Taxes, unions and higher prices are making the man with a large income poorer and the poor man richer

Huey Long's old cry "share the wealth," a political catchword of the early '30s, has long since been forgotten. Yet, though few Americans realize it, they have just gone through a social revolution which has redistributed the wealth to an amazing extent. The instruments of this revolution have been the war, which brought a fantastic increase in income taxes and prices, and the labor union. The beneficiaries have been the farmer and the union member. The losers have been the wealthy, the upper middle classes and above all the white-collar worker, who lives on a relatively fixed salary.

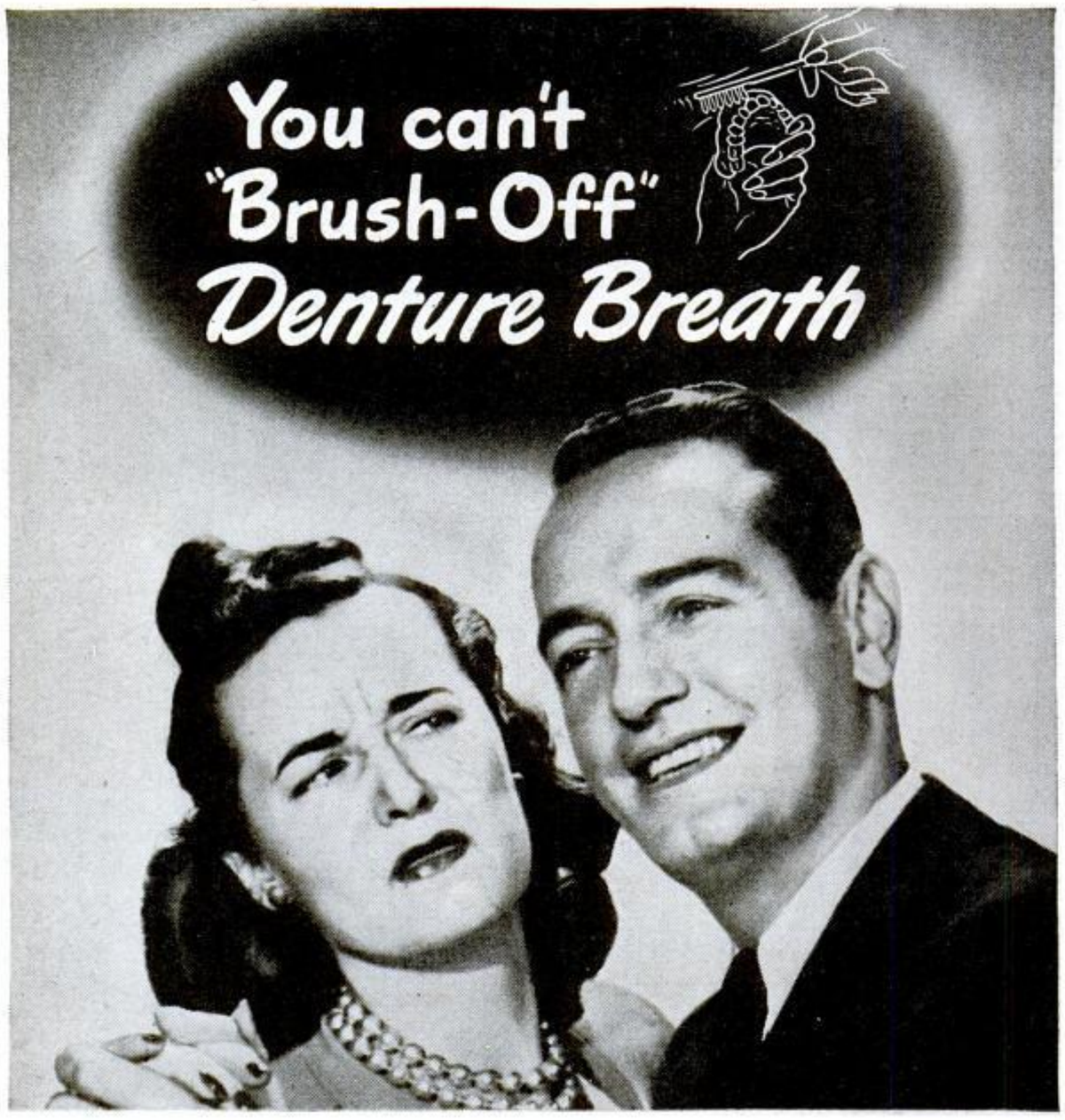
The change in the average factory worker's lot is shown in the photographic chart above, based on recent Bureau of Labor Statistics figures. In 1936 he earned $1,133. Food, clothing, housing, utilities and furnishings for his family of four cost him $861 a year. His miscellaneous expenses, including a modest allowance for pleasure, were $297. Though the only federal tax he paid was social security, he finished the year with a deficit of $37. Today his income is $2,230. The same food, clothing, housing, utilities and furniture cost him $1,278. The same miscellaneous services cost $401. But he still pays only his social-security tax plus a mere $3 in federal income tax. Thus he has $526 left to spend on raising his living standard in any way he sees fit. But since prices have risen about 45%, his $526 is worth about $363 in 1936 terms—which means that he is 35% better off than in 1936.

But a white-collar man whose income has remained $4,000 has lost much of his buying power. If he has two children, his income tax has risen from zero to $108 and inflation has cost him $1,145. Since taxes get progressively steeper, the financial decline of the high-salaried man is even more startling. A $10,000 income today is worth only $6,550 prewar, a $20,000 income worth $11,000, a $50,000 income worth $22,000. For examples of how the redistribution of "real income" has affected American families, see the next three pages.

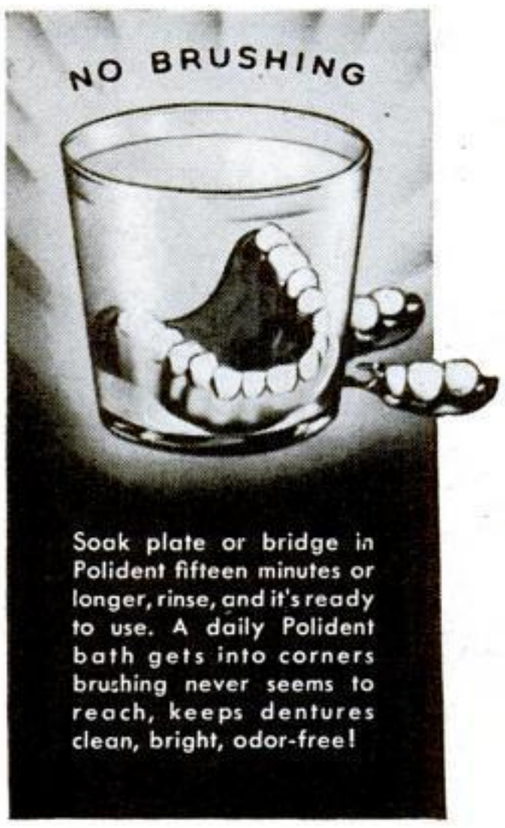
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False Teeth Wearers



Soak plates in Polident to keep them odor-free, hygienically clean!



DENTURE BREATH is a serious social problem. It may make your close presence distasteful to friends or family, and give you away to others who never guess you wear false teeth. You can't "brush off" DENTURE BREATH!

Brushing dental plates with tooth pastes, powders or soap may scratch delicate plate material, *60 times softer than natural teeth.* Food particles and film collect in these unseen scratches—causing offensive DENTURE BREATH!

With Polident there's no brushing, no fear of DENTURE BREATH. Daily soaking keeps dentures sparkling clean, odor-free. Polident is recommended by more dentists than any other denture cleanser. Costs less than 1¢ a day to use. 30¢ and 60¢ at all drug stores.

Use POLIDENT Daily

TO KEEP PLATES AND BRIDGES CLEAN... AND ODOR-FREE!

LOOSE PLATES?

Amazing NEW CREAM Holds Even Lowers Tight All Day

The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old-fashioned holding powders and found that you had to apply them three or four times a day, didn't like their taste or messiness, then new Poli-Grip is for you.

Pleasant to use, dainty and economical.

With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

Remember Poli-Grip holds plates tight, no matter how they fit.

35¢ and 60¢ tubes at all drug stores.



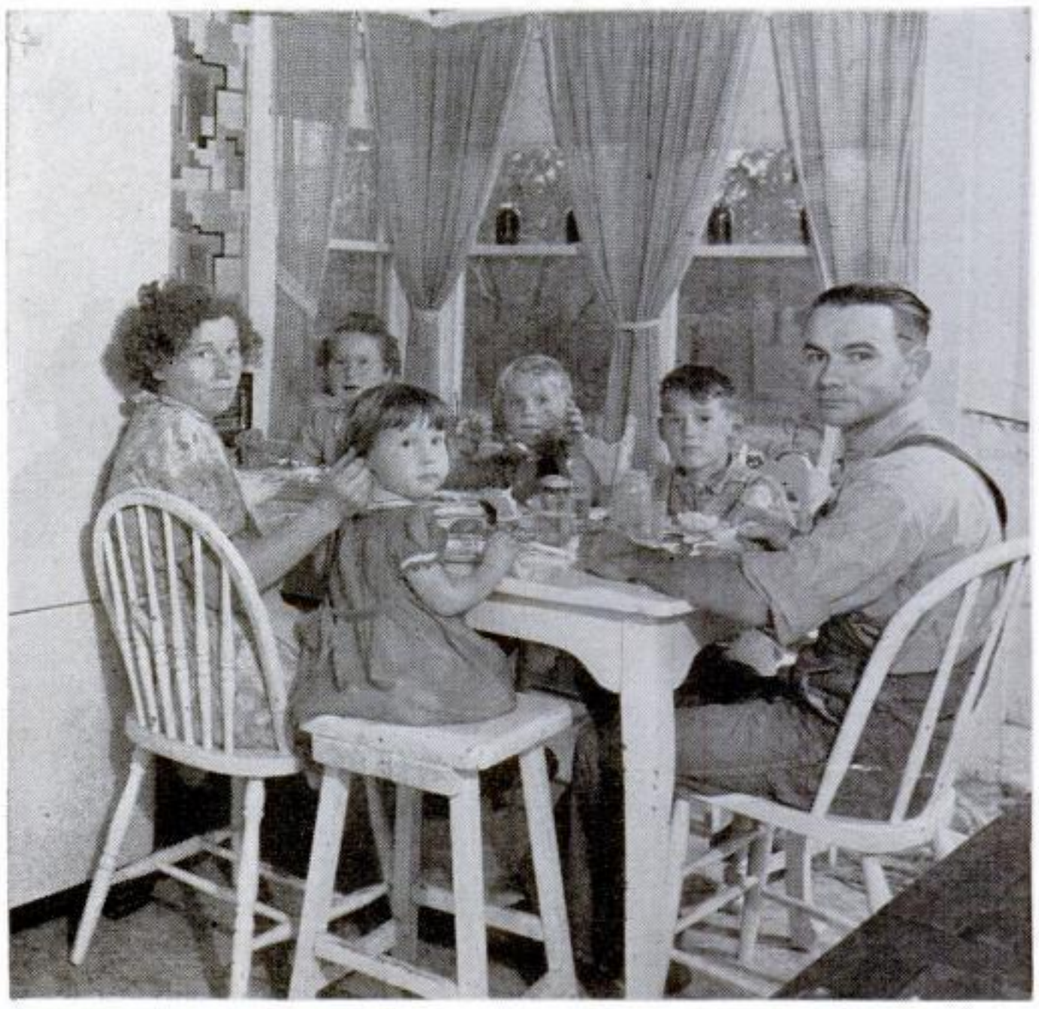
GUARANTEED BY POLIDENT



STEELWORKER CASTLE AND HIS FAMILY RELAX IN THEIR $6,500 HOUSE

A FACTORY WORKER HAS GAINED 100%

In 1936 Horace Castle, shown above with his wife and three children, went to work for the Carnegie-Illinois Steel Corp. in Chicago as an unskilled laborer at $18.80 a week. Now, with a better job and with wage increases won by the United Steelworkers, he makes $53.60 a week. Since family exemptions put him below the income tax minimum, his purchasing power is double what it was in 1936 even allowing for the increase in prices. He bought his house for $3,300 in 1943, figures it is worth $6,500 today and expects to own it mortgage-free by 1951.



FARMER TODD HAS FOUR CHILDREN, 227 ACRES, A NEW REFRIGERATOR

FARMER GETS FIVE TIMES MORE CASH

Because they sell more than they buy, farmers like Charles Todd Jr. of Shawnee County, Kan. (*above*) have profited rather than lost from high prices. In 1936 Todd's net cash income from 80 acres was $579. The war boom enabled him to buy an additional 147 acres. This year he estimates that his net cash income will be $3,200, which amounts to some $2,200 by prewar standards. This is over and above the food and shelter that his farm provides. Because four children cut his income taxes to $71, he figures that he will put about $2,000 into savings.

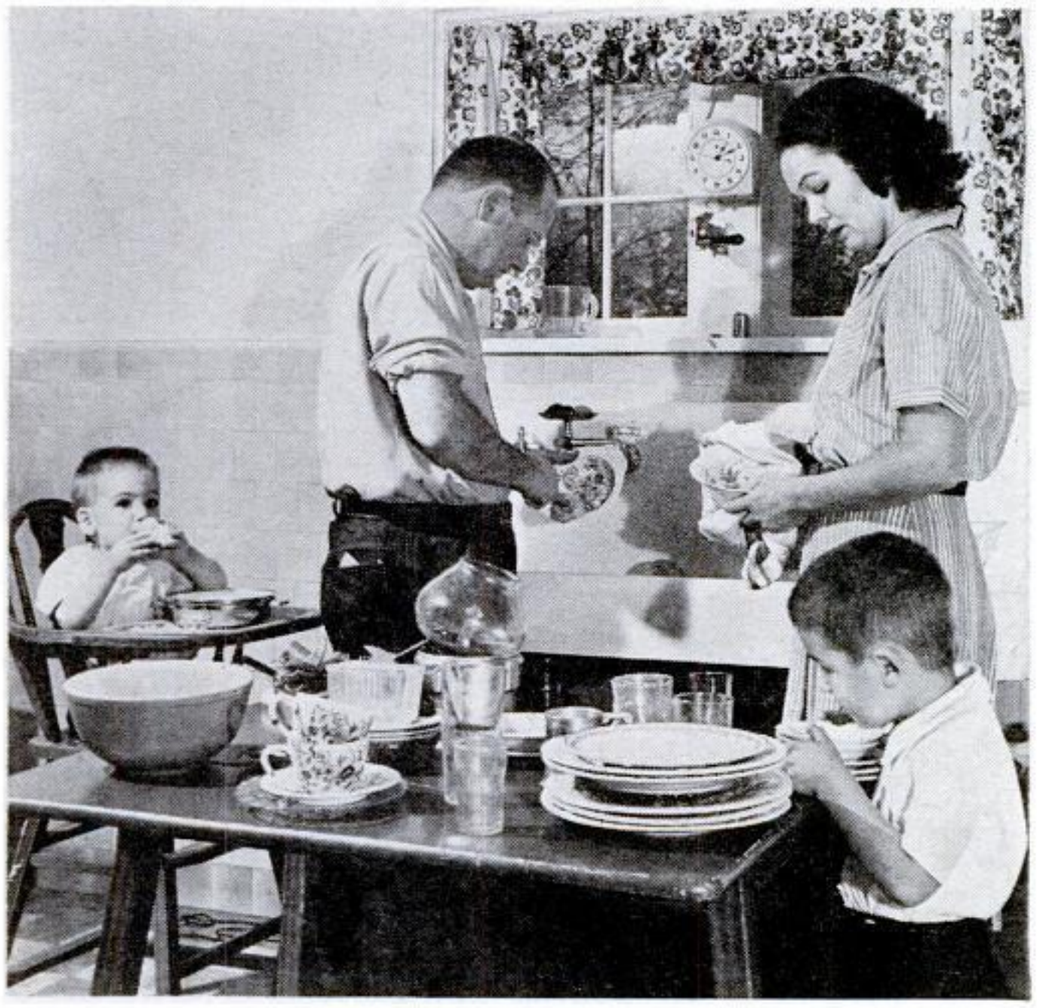
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TEACHER PHILLIPS SPENDS A FOURTH OF PAY ON MORTGAGED HOUSE

SCHOOLTEACHER FEELS THE PINCH

Milton D. Phillips of Freeport, Ill. (*above*) is in the plight of most middle-class white-collar workers whose incomes have not kept pace with the rapid rise in prices. By teaching manual training and coaching athletic teams in the Freeport schools and by selling books during the summer vacation, he earns $3,600 a year. Food for his family of five now costs nearly a third of his salary. He budgets only $72 a year for recreation and $108 for savings. His wife does her own washing and their family car is a 1936 model which has gone 115,000 miles.



BUSINESS EXECUTIVE FULLER HELPS HIS WIFE WITH DINNER DISHES

$12,000 A YEAR BUYS FEW LUXURIES

Warren B. Fuller of Stamford, Conn. (*above*) belongs to a class whose members would never have thought of doing their own housework 10 years ago. At 37 he is a successful young shipbuilding executive and earns $12,000 a year. But income taxes take $2,100 and the purchasing power of the remainder is only $6,900 by prewar standards. Mrs. Fuller feels she cannot afford a maid at present rates and cuts the two children's hair herself to save the $1 barber's fee. Their chief luxuries are one evening in New York a month, and a new automobile.

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How to go after a cold

Take these 5 basic steps advised by doctors, in addition to any temporary relief measures, to help your system *throw off a cold*. See how lemons help:

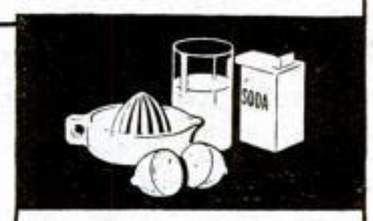
5 BASIC STEPS ADVISED BY PHYSICIANS		LEMONS HELP WITH ALL 5
1	**Get plenty of rest; overcome fatigue; build resistance.**	Lemons are among the richest known sources of vitamin C, which *combats fatigue* and *fights infection.*
2	**Alkalinize your system.**	Lemon juice with water and baking soda forms *sodium citrate,* an excellent alkalinizer.
3	**Insure regular elimination.**	Lemon juice and water, with or without soda, is mildly laxative for most people.
4	**Eat lightly. Take plenty of liquids, especially citrus juices.**	Fresh lemon drinks are favorites.
5	**Keep warm; avoid further chill. If cold persists, see your doctor.**	Hot lemonade is almost universally prescribed.

GET FULL BENEFITS FROM LEMONS — FOLLOW THIS ROUTINE

At first sign of a cold drink a glass of lemon and soda. Take another every 3 or 4 hours.

To induce perspiration, take a hot lemonade when you go to bed.

Lemon and soda forms natural *sodium citrate.* Supplies vitamins and all other benefits of fresh lemon juice, plus an increased alkalinizing effect. Consumed at once, soda does not appreciably reduce vitamin content.



To make lemon & soda pour juice of 1 lemon in a half glass of water. Add — slowly — half teaspoon baking soda (bicarbonate). Drink as foaming quiets.

To avoid colds build your resistance! Join the millions who now drink lemon and water daily. Juice of 1 lemon in glass of plain water, *first thing on arising.*

WHEN YOU TAKE COLD TAKE LEMONS

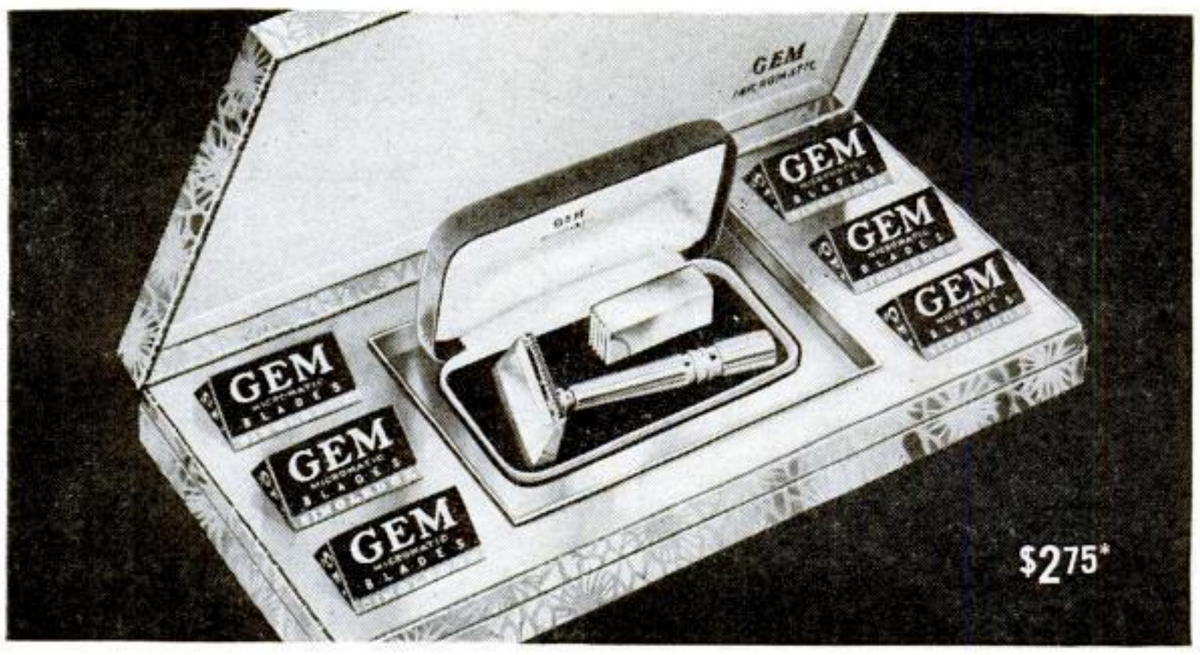
California Sunkist Lemons

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"You said you wanted what a man wants most— so I got you a Gem Razor and Gem Blades!"

For Christmas Morning— and Every Morning!



START HIM OFF RIGHT, day after day, with a pleasant reminder of *you!* Here's the richest looking Razor and Blade Gift Set you'll see this year. It contains a gold-plated Gem Razor in a handsome case—complete with gold-plated sheath of 5 Gem Blades. Also, 30 *extra* Gem Blades in 6 handy packages!

THERE is no better "man's gift" than a fine razor—and no finer razor than Gem! Get him this gold-plated Gem Razor in a durable, richly lined case. It's complete with 5 Gem Blades in a gold-plated sheath.



**Price adjusted in Canada*

TAKE THE '5 O'CLOCK SHADOW' OUT OF HIS LIFE WITH



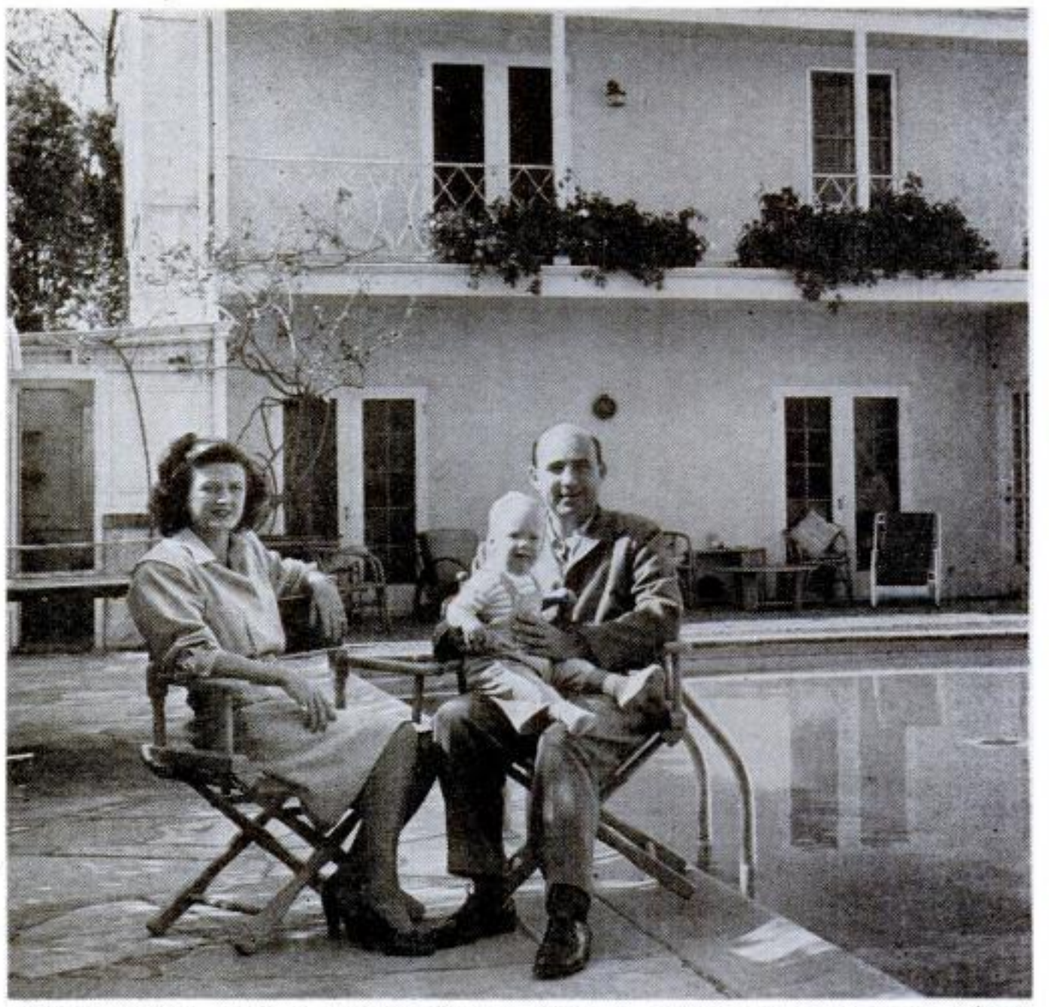
GEM RAZORS and BLADES



WILLARD COLE HAS $17,000 HOUSE, ONE MAID, A PART-TIME GARDENER

A BIG BUSINESSMAN IS RETRENCHING

Before the war and higher taxes Willard W. Cole (*above*), a department-store executive in Chicago, was building up a modest fortune. Now, though he makes $36,000 a year in salary and even more from investments, he pays two thirds of his income in taxes, uses most of the rest to maintain his suburban home and a quiet social life. Since he always lived modestly considering the size of his income, his chief retrenchment is in savings. Many in same bracket who lived more luxuriously and saved less have had to sell their mansions to cut fixed expenses.



JOHN GUEDEL HAS A $60,000 HOUSE AND A PRIVATE SWIMMING POOL

A FEW ARE NEW-RICH DESPITE TAXES

At present price and tax levels, few young men starting from scratch can ever hope to own swimming pools or even dine in the Stork Club without worrying about the check. The only recent exceptions, aside from black marketeers, have been in war industries and entertainment. A prime example is John Guedel (*above*), who was cleaning sewers in Beverly Hills 10 years ago. Then he got into radio, invented the *People Are Funny* show. Now he makes $250,000 a year, despite heavy taxes, owns two Cadillacs and Movie Actor Keenan Wynn's former home.

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For the King of Holiday Drinks...



BROWN-FORMAN'S
KING
BLENDED WHISKY

From Kentucky

Treat yourself and your guests
to superlative holiday drinks,
made with Brown-Forman's
King Whisky—from KENTUCKY!

BROWN-FORMAN
DISTILLERS CORPORATION
At Louisville in Kentucky

The straight whiskies in this product are 57 months or more old. 35% straight whiskies. 65% grain neutral spirits. 86 proof.

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LITH. CURRIER & IVES, N.Y.

WINTER IN THE COUNTRY

The Old Grist Mill

NEW YORK, PUBLISHED BY CURRIER & IVES, 152 NASSAU STREET

TRADITIONAL AMERICANA

THE QUALITY and character which distinguish the names Currier & Ives are now expressed in luxury preparations for men. On Currier & Ives Shaving Mug is reproduced beloved "Winter in the Country"—the Shaving Bowl is decorated with famous "American Express Train." Both mug and bowl contain a full year's supply of shaving soap. Either makes a Christmas gift a man will be proud to own—and use. You'll find them at your dealer's, gift-packaged, priced at a dollar each. Refills for shaving mug are available at 35¢ each.



CURRIER & IVES SHAVING MUG & SHAVING BOWL *by Williams of Glastonbury, Connecticut*

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JOHAN STRYDOM IS HORNY-HANDED "BAAS" OF AN AFRICAN FARM AND STERN PATRIARCH WHO FAITHFULLY READS FAMILY BIBLE

BOER FARMER

South African clings to his forefathers' soil and beliefs

Long before Horace Greeley issued his famous dictum to Americans, restless South Africans were being advised "Go north, young man." Their Great Trek in 1835–40 was an epic migration which opened up new sections of the hinterland. The settlers, mostly of Dutch descent, were known as *trek boere* (wandering farmers) and the name of Boers has stuck to them ever since along with their language, beliefs and prejudices. Today the descendants of those hardy folk still farm the acres that were wilderness in their great-grandfathers' day, leading a semi-feudal life.

One of these Boer farmers is 60-year-old Johan Georg Strydom (*above*), whose farm and way of life is shown on the following pages. The Strydom farm, which is located between Johannesburg and Pretoria in the Transvaal (*see map, p. 102*), has been fought over in wars against the British, has withstood drought and panic. But always it has remained in the hands of one patient, hard-working, strongly possessive family, who, like most Boers, fear both God and idleness. There are many parallels between the conservative, backward Boer regions and America's own South. The Boers are ardent believers in white supremacy (*see p. 100*) and their racial discrimination is so highly organized that no black may travel without a pass. Their love for the land inherited from their forebears is deep. Their feeling for family is intense (*see p. 102*).

Though Boer life seems simple and uncomplicated, Boer prejudices are an international issue. Boer predominance within the Union of South Africa (57% of the white population) has caused the General Assembly of the United Nations to hesitate over the question of whether the Union is fit to annex South West Africa. An even more difficult problem is posed by the eventual destiny of its oppressed, fast-multiplying black millions.

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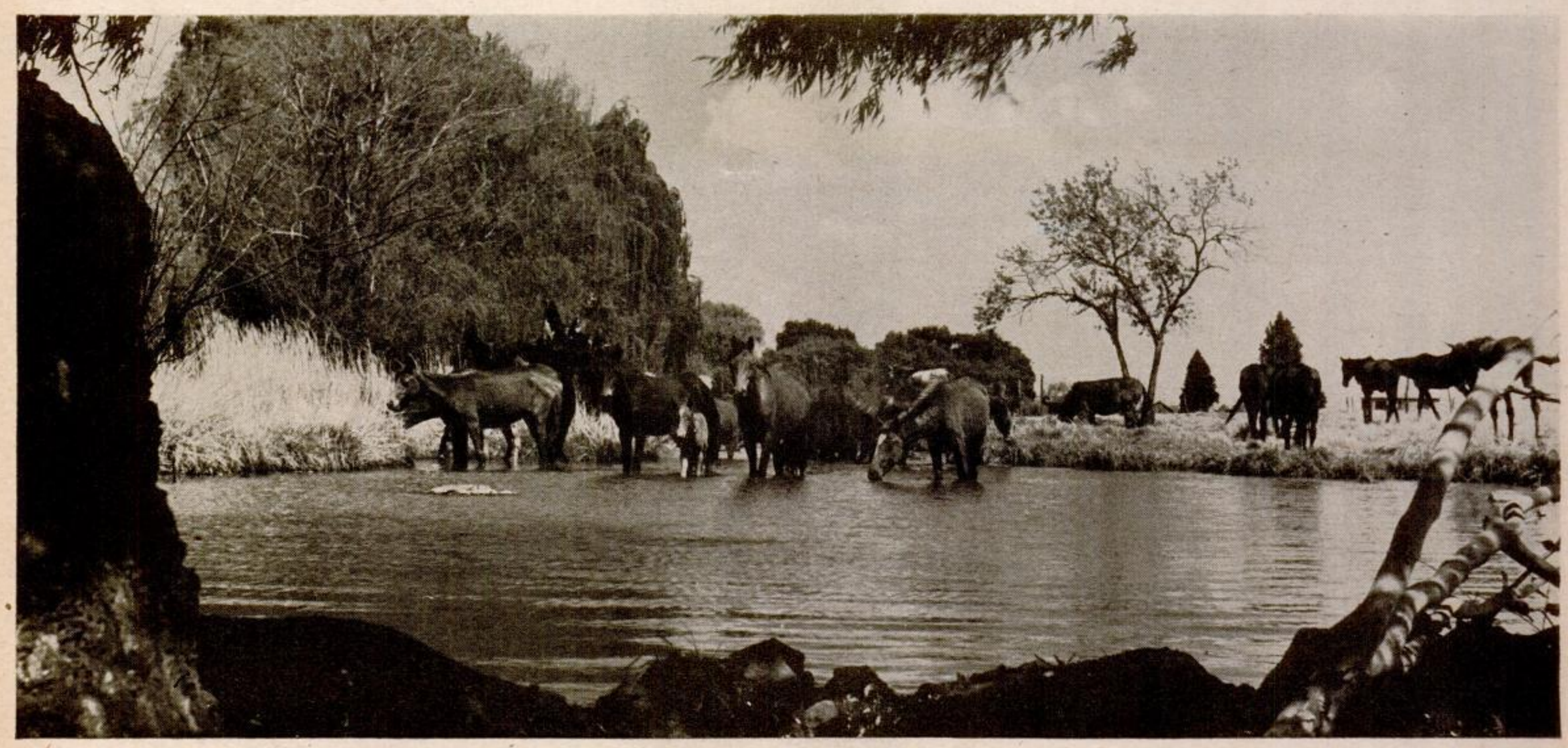


THE STRYDOM FARM IS LOCATED IN GENTLY ROLLING MIDDLE VELD, WHICH HAS MORE GRASS THAN THE SPARSE HIGH VELD AND LESS

HIS LANDS

Fourth generation tills them

Johan Georg Strydom's farm is the 3,400-acre remnant of a sprawling 34,000-acre domain which his grandfather staked out at the end of The Great Trek in 1839. The pioneer Strydom was the fifth generation descendant of Dutch settlers who landed in 1686 in the then-Dutch Cape Colony. He called his new farm Olifantsfontein (Elephant's Spring) because of the bounteous spring which watered the land. Through the years legacies and sales have shrunk



WATER IS VITAL IN TRANSVAAL. STRYDOM DAMMED UP HIS BROOK TO CREATE THIS SPRING-FED WATER HOLE FOR HIS LIVESTOCK

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SCRUB GROWTH AND THORN TREES THAN THE LOW VELD. HORSES GRAZE AMONG HUGE ANTHILLS WHICH DOT PLAIN. TREES ARE FEW

Olifantsfontein, but it still is productive enough to support Strydom, his wife, two grown sons, a daughter, their spouses, two grandchildren and about 200 native black workers.

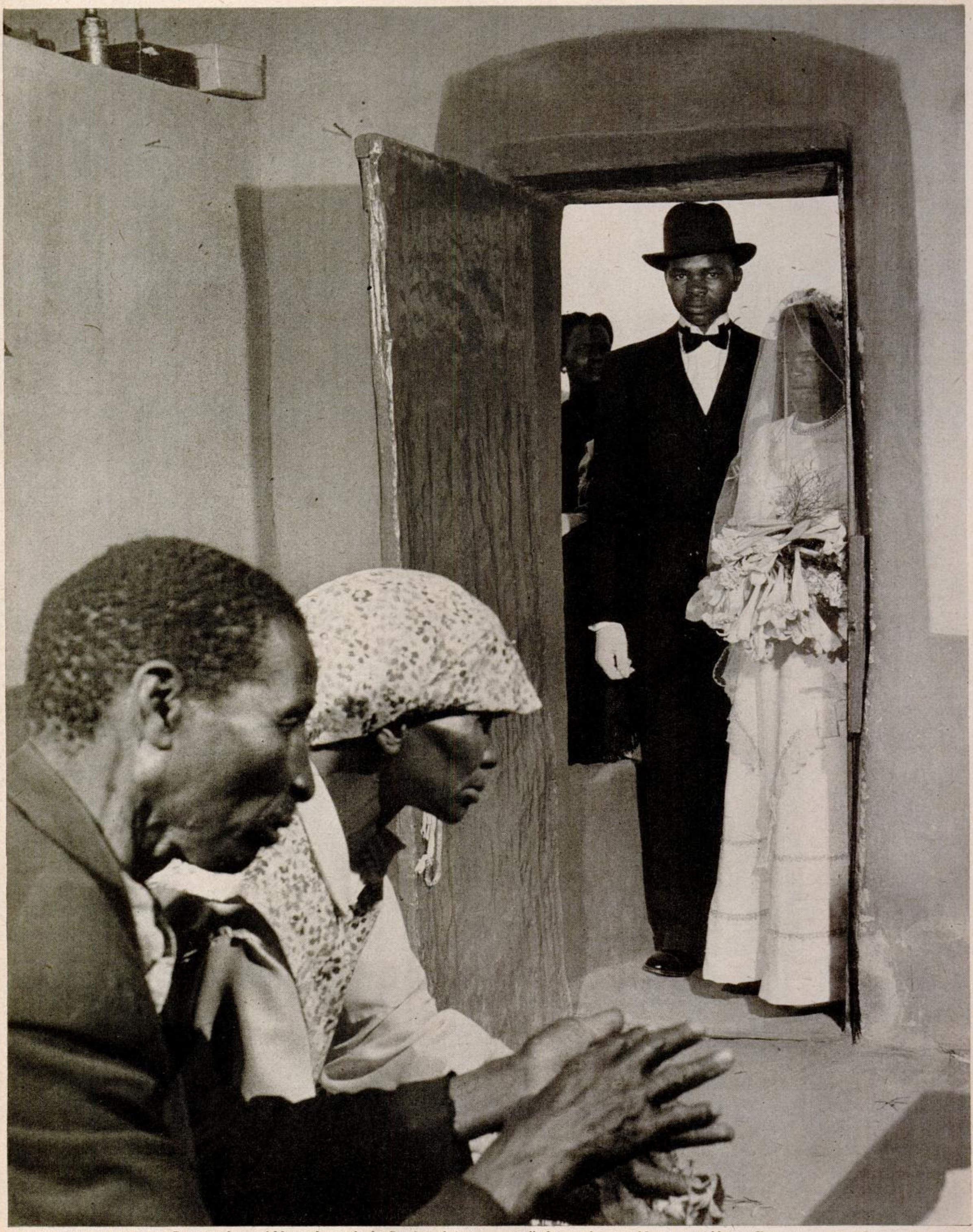
The Strydoms' farm, which is 17% planted in "mealies" (Afrikaans for corn) and the rest used for grazing, brings Farmer Strydom at least $4,000 a year before taxes. Johan Strydom has already divided the land equally between his two sons, keeping a 25-acre truck garden and the main house for himself. He acts chiefly as an overseer for the rest of the farm, but still manages to keep strenuously active from sunup to sundown. Although drought and antiquated farming methods have cut production and forced most South African farmers to mortgage their acreage, the Strydoms, by sweat, intelligence and the good fortune of their never failing spring, have so far kept their land mortgage-free.



OXEN ARE TRACTORS OF SOUTH AFRICA. HERE ONE OF STRYDOM'S WORKERS WITH LONG WHIP USES 14 OXEN TO HARROW A FIELD

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IN WEDDING FINERY, a Basuto girl named Mieta who works for Strydoms brings her groom into her parents' home just after marriage. The bridegroom paid a "bride price" of six cattle to win Mieta, married her in Christian ceremony. Parents (*foreground*) look sad because she was their best daughter and might have helped in their old age.

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HIS BLACKS

They are oppressed, restricted, resentful

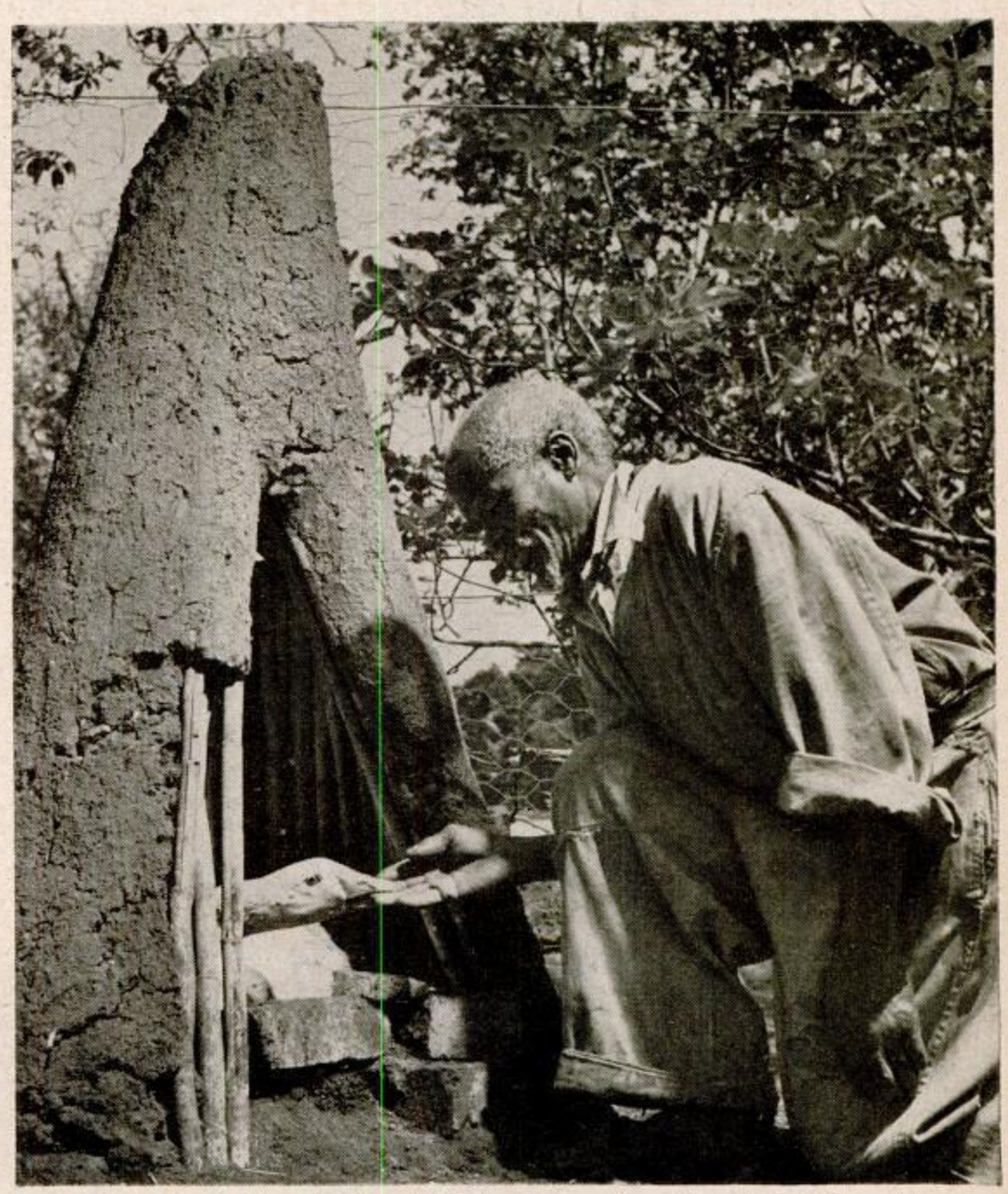
To the owner of Olifantsfontein all blacks are descendants of Ham, destined forever to hew and carry and therefore to be treated as good work animals. His attitude is typical of Afrikaaners who call natives *kaffirs*, an Arab word meaning savage. Though outright slavery is outlawed along with the wicked hippopotamus-hide whips traditionally used to discipline blacks, workers nevertheless live like slaves on the land which for immemorial centuries had belonged to their tribes, the Basutos, Zulus and Matabeles. From these tribes the Europeans wrested land by military conquest and by corrupting tribal chiefs to sell both land and people. Most of the blacks who come to Strydom's farm have wandered periodically from family to family, hoping for better living and working conditions. When they stay at Strydom's for a while they are allotted nine acres to till for themselves. In return they must work four months each year for Strydom, who pays them from $8 to $20 per month. Strydom controls their meager ration of meat and mealies, principal article of their diet. He considers his own attitude fair though stern, but on many veld farms the blacks are not so fortunate and consequently fear and often hate all whites. But because South Africa's 9,000,000 blacks are uneducated, unorganized and unarmed, their resentment seldom coalesces into action and they are at the mercy of the country's 2,250,000 whites.



NATIVE HOUSES ARE MADE OF MUD BRICKS AND STRAW, PAINTED WITH VIVID PATTERNS



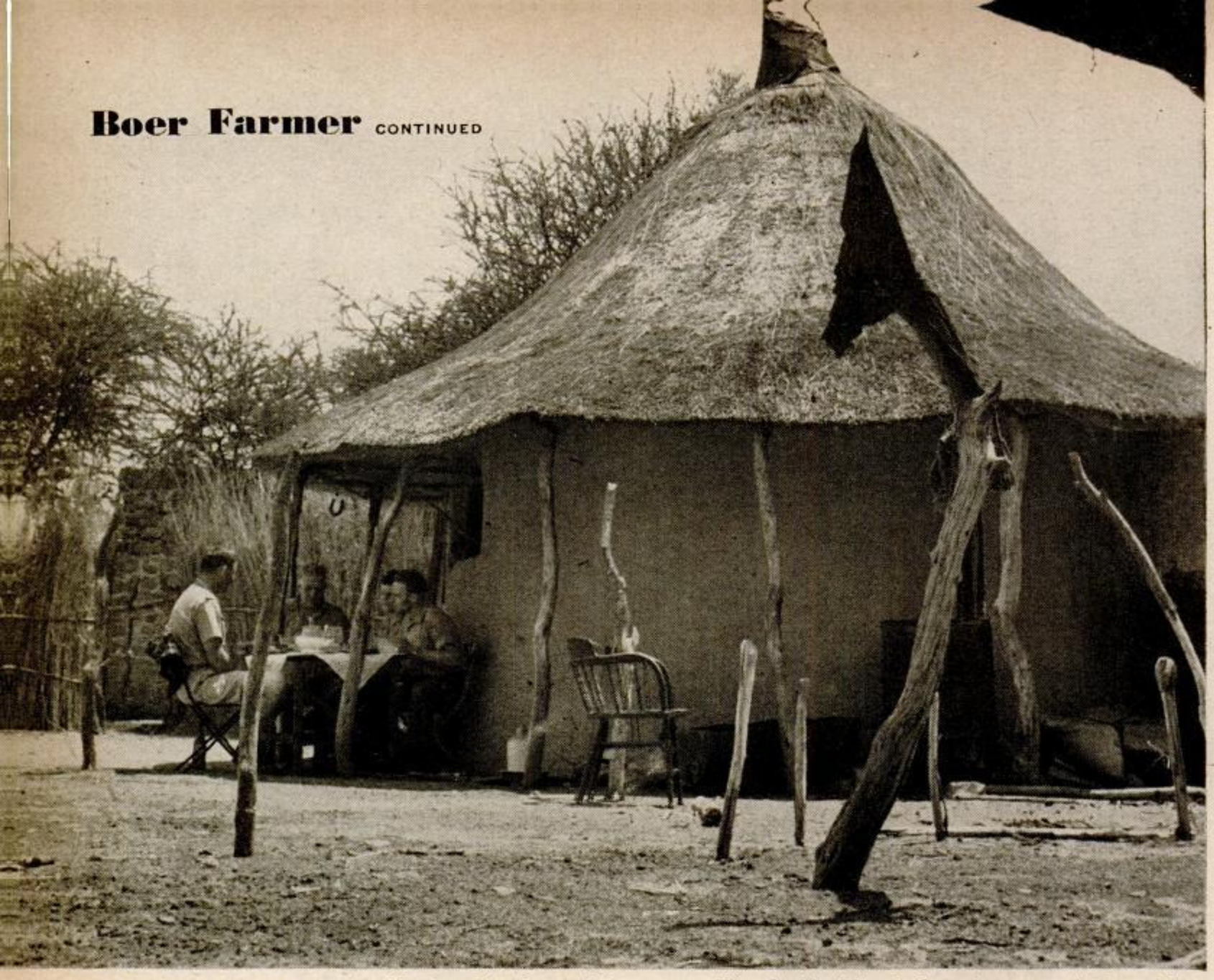
LEATHER THONGS, which are used instead of rope, are made by a process called "breiing rieme." Stone weight helps stretch the thongs as they dry. Then they are oiled.



FEEDING GOOSE is task of an old Zulu worker. The odd conical shelter of bamboo covered with mud was made as nesting place for goose, which needs both shade and air.

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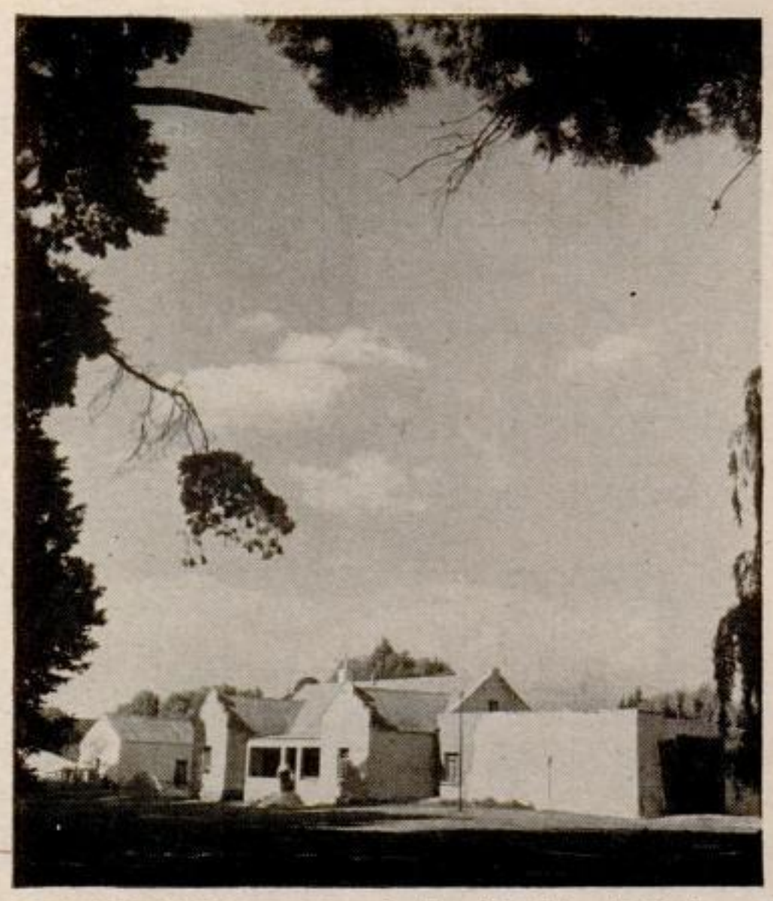
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OUTDOOR LUNCH is enjoyed by four Strydoms while visiting smaller farm they own 75 miles north of main one. Thatched building is the only one on the farm. They usually eat around campfire, use the table only for guests.



FOUR GENERATIONS live on farm. Seated between farmer and wife is Mrs. Strydom's mother holding baby, Louisa. Standing (*l. to r.*) are Johannes' wife, son Johannes, daughter Lulu and son Daniel. Father holds Johan.

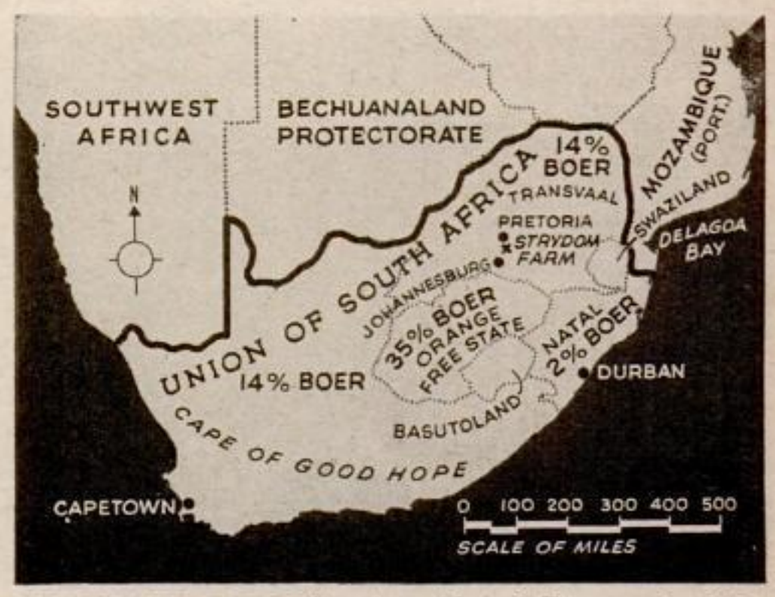


OLIFANTSFONTEIN was built of brick in 1841. Fancy curved gables were added for style only a few years ago.

HIS FAMILY

Farm and traditions bind them together

The Strydoms are a closely knit family whose whole life is tied up in the farm they share. Though the father has divided his land between the two sons, Johannes and Daniel, they still listen with careful respect to his often-strident voice when he advises them. Their kindly, red-haired mother, who is also a descendant of Boer Trek pioneers, finds time from her household duties to manage the farm's 1,000 white Leghorns. She gets enough eggs to operate a profitable business in the Pretoria markets 12 miles away. Both sons have built new houses on the land near the main house and Johannes, who married a farm girl, has two small children. This is the fifth generation to live at Olifantsfontein, and Johannes has commemorated the fact by building five gables on his new house. Daniel, the younger, who is called Dahnie, expects to marry before very long. This makes the parents slightly apprehensive. His choice is a city girl, and the Strydoms are afraid she may dislike farming and persuade Daniel to sell his share of the long-cherished land. That, in the Strydom's eyes, is the worst thing that could ever happen.



STRYDOM FARM lies in midst of Transvaal, which is the British Empire's most important source of gold.

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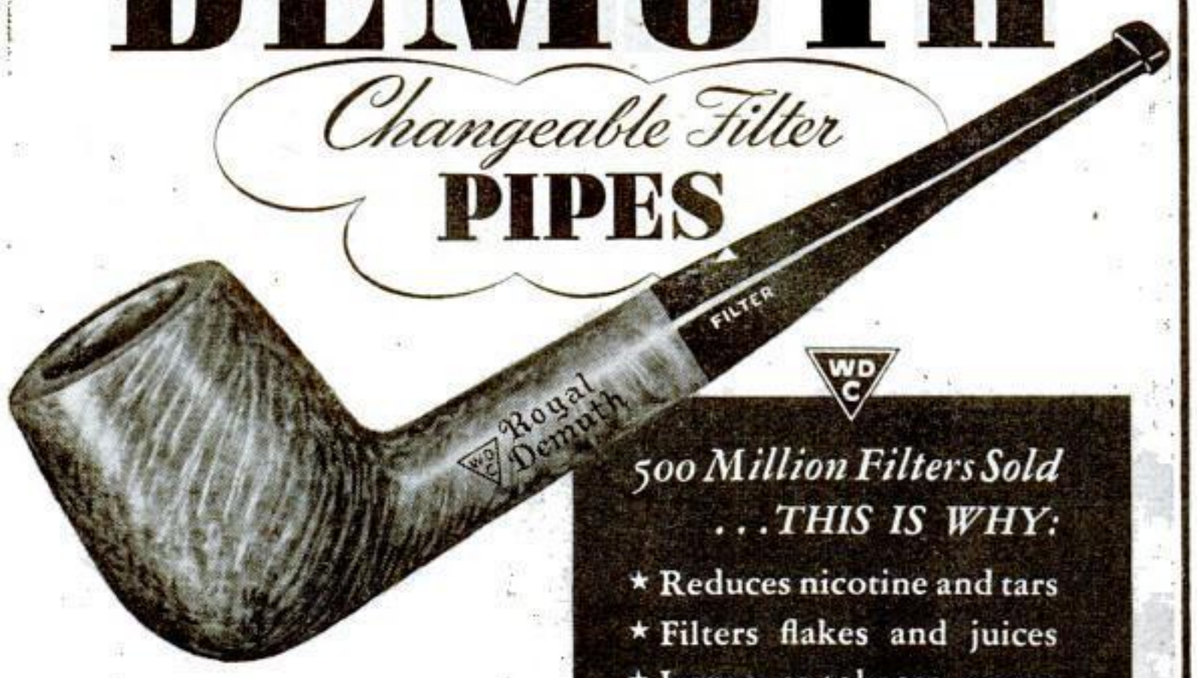
BOER CHILD AND HIS "KLONKIE" follow tradition which gives each youngster an older native child as a personal servant. Duty of *klonkie* is to shadow charge all day, play with him, protect him, dry his tears, keep him clean and see he does not bother mother. Here Johan Strydom, 2, is shown with his 7-year-old *klonkie* named Olifant.

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DEMUTH

Changeable Filter
PIPES



ROYAL DEMUTH
$3.50
BOX OF 25 FILTER REFILLS WITH EACH PIPE

500 Million Filters Sold ...THIS IS WHY:

- ★ Reduces nicotine and tars
- ★ Filters flakes and juices
- ★ Improves tobacco aroma
- ★ Cools and cleanses smoke

When filter is stained from tars and nicotine, replace with fresh one.

IMPORTED BRIAR

Over 100 skilled operations go into every Royal Demuth Filter Pipe. Write for pamphlet illustrating variety of shapes and sizes. — Wm. Demuth & Co., Inc., New York 22.



A SPECIAL PREPARATION FOR SHAVING

★

For the 1 man in 7 who shaves daily

★

NO BRUSH

Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider *protects* your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean *without scraping or irritating*. It's quick and easy to use. Needs no brush—not sticky or greasy.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular dealer's. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-22, Glastonbury, Conn., U. S. A. (*Canada:* Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Everett B. Hurlburt
PRESIDENT



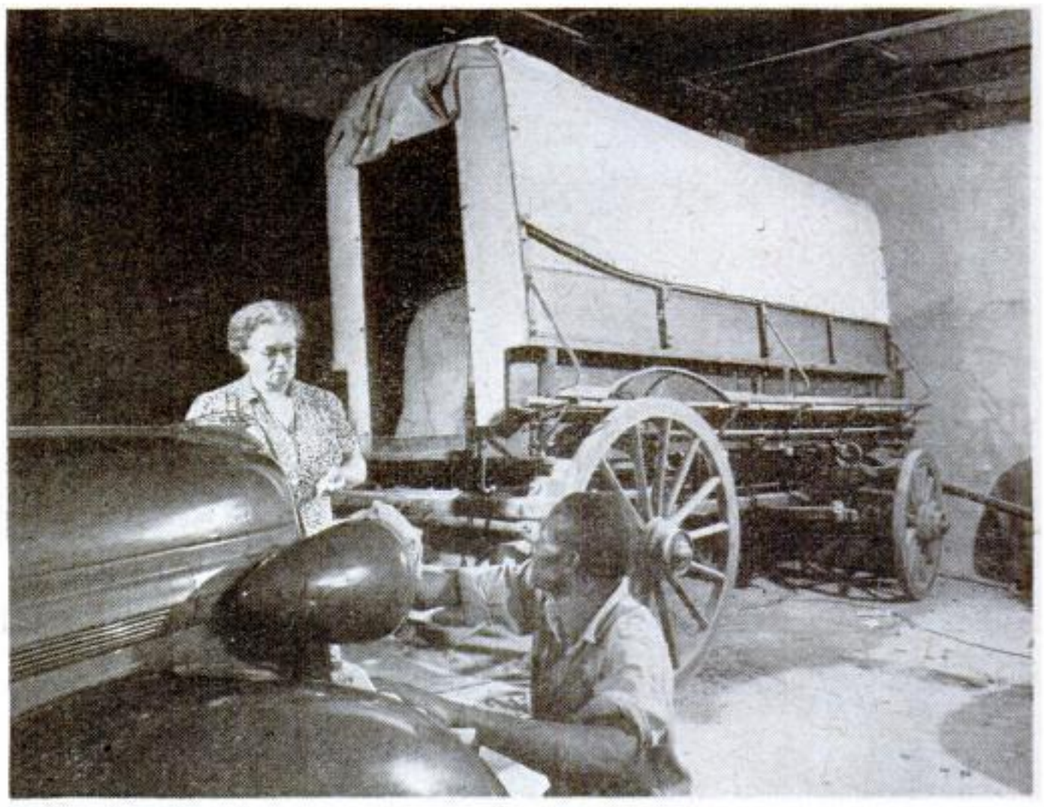
"Wunderhose? Oh, Wonderful"

Santa's favorite girls are pleased pink with his choice of gifts. Smooth, sheer Wunderhose, with the lively 'bloom' that lasts, makes a mighty welcome gift —in full-fashioned, tailored-seam and no-seam styles, for Mother, as well as slim sizes for the teen-agers. For the youngsters on Santa's list, Wunderhose has a full array of bobby socks in every shade, too.

Gift-shopping can be so-o easy. Just say "Wunderhose, please."

Wunderhose

SAME STYLES IN
EVERWEAR and ARROWHEAD
RICHMOND HOSIERY MILLS, ROSSVILLE, GA.



TREK WAGON LIKE PIONEERS' IS PRESERVED IN GARAGE

HIS HISTORY

Strydom family took part in Great Trek, Boer War

To the Strydom family—and to all good Boers—the most important happenings in their national history were the Great Trek northward in 1835–40 and the war with Britain in 1899–1902. Both have a heroic quality, the first of man fighting against unfriendly nature and the second of David defying Goliath, that reveals much about Boer character. The Dutch who settled Cape Colony were a hardy, independent lot who preferred open spaces to urban living. Mountains barred the way northward, but when Britain acquired Cape Colony during the Napoleonic Wars the Boers finally headed north to new frontiers.

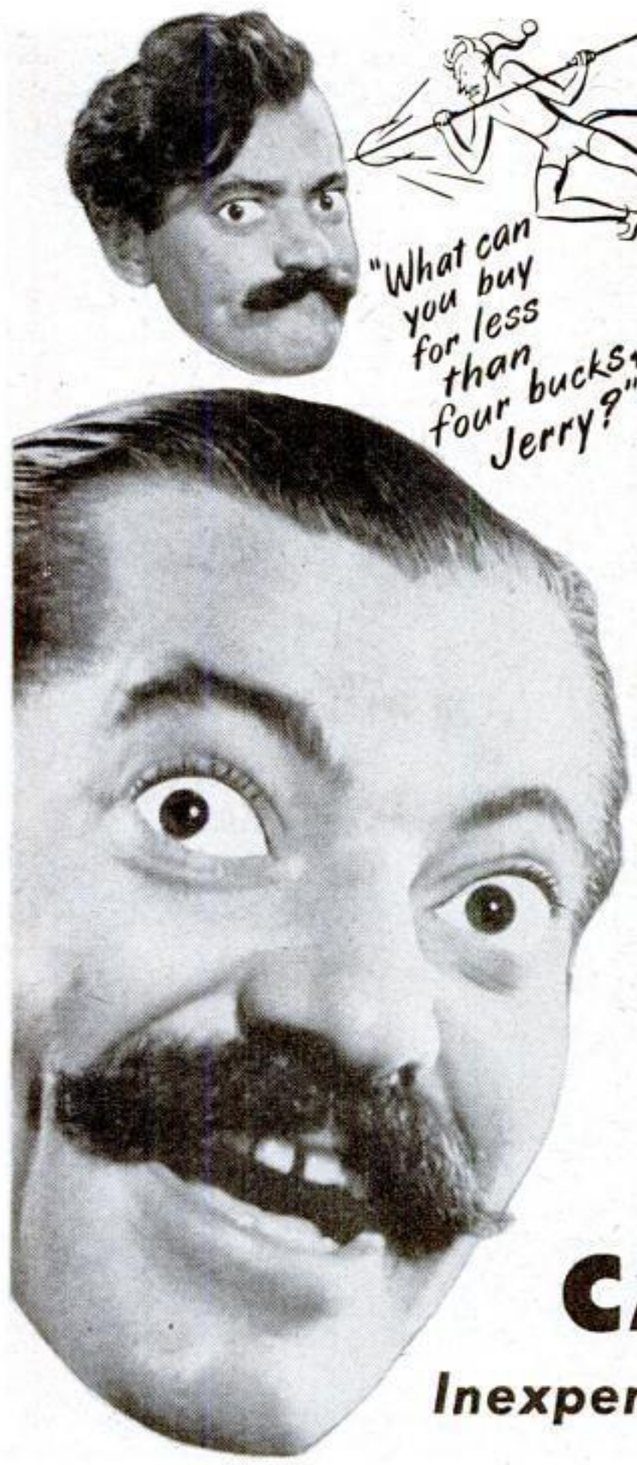
By the 1820s many had filtered across the Orange River, Cape Colony's northern boundary, but to their chagrin the British temporarily claimed sovereignty there too. To escape British rule and to have enough space so they would not see their neighbors' chimney smoke they had to move on. The Great Trek began. Other migrations have involved more people than the Great Trek, in which 3,000 Boers took part, and have involved longer journeys than the Boers' 800 miles. But no trek has surpassed the Boers' as a highly organized group effort against tremendous odds of fierce, warrior natives and a bitter, unfriendly land. Among these lumbering covered wagons was one belonging to Frederik Strydom who ended his trek at Olifantsfontein.

In the years that followed the Boers established two happy agrarian republics, the Transvaal and the Orange Free State, whose existence was relatively peaceful until the discovery of the diamonds of Kimberley and the gold of The Rand. That ended their agrarian idyl. The fabulous mines brought a great rush of foreigners who to this day are called *uitlanders* by the nationalistic Boers. These outlanders, mostly British, then outnumbered the Boers two to one, but the stubborn, jealous Boers refused to grant them the right to vote. The British accused the Boers with some reason of being unenlightened and incapable of self-defense during a time when the great 19th Century scramble for colonies was in full swing. By diplomacy and chicanery the British undermined the Boers' foundations and, at the instigation of Cecil Rhodes, staged the famous Jameson Raid in 1895, in an attempt by the outlanders to overthrow Oom Paul Kruger's Transvaal Republic.

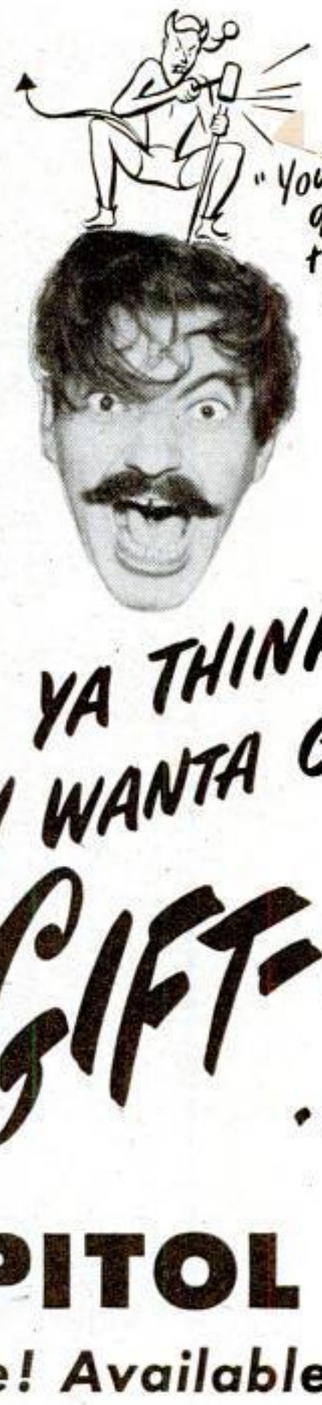
The Raid was a military disaster for the British and the Boers refused to compromise. Intransigent bitterness created by the Raid came to a head in war in 1899. Because there had been intermarriage between Dutch and British, the Boer War was essentially a civil war, with brother ranged against brother. Three Strydoms, the father and older brothers of the present owner, fought with the Republic's forces at Ladysmith and in the Free State. Johan stayed home with his mother and sister, who were lucky enough to escape being put in British concentration camps when their land was overrun. The British burned thousands of Boer homesteads but spared Olifantsfontein, using it for their troops.

But although the Boers lost the war, they eventually became the rulers of South Africa. In 1910, South Africa achieved dominion status in the British Empire, and Premier Jan Christian Smuts, who comes of Boer stock, has become one of the Empire's greatest statesmen.

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"What can you buy for less than four bucks, Jerry?"



"Youll never get all that done by Xmas, Colonna!"



"YAAA... just try and find what you want!"

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***New!* For the First Time . . . A 2-Motor "Plays-Anywhere"**

ELECTRONIC PORTABLE



A unique gift. Nothing like it!

- The *only* portable with *two motors* — Electrical (plug it in) and Mechanical (wind it).
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This is the super-gift that *nobody* has because it's brand new. See your local dealer. Be sure to ask for the *Capitol* portable phonograph — designed by the Capitol Record engineers for music at its best, wherever you want it!

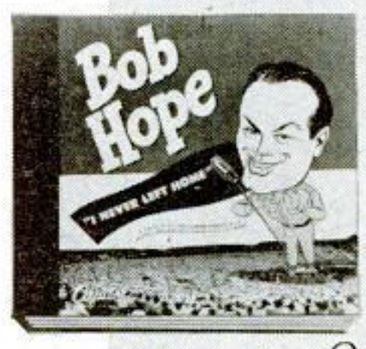
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He'll enjoy these eleven hits by actual stars of this spectacular New York production.

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"Bozo at the Circus" — SEE the pictures in a colorful album . . . LISTEN to Bozo on amusing records.

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Stan Kenton's thrilling orchestra in sparkling new arrangements.

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And here are super-Stafford selections that will send him soaring!

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HOW NOT TO CURE A COLD is demonstrated by one of the 18,000,000 U.S. winter sufferers in picture posed for LIFE. He inhales the vapor from an electric inhalator; takes a mustard foot bath; wears a mustard plaster on his chest; uses aspirin, laxatives, fruit juices, whisky, hot-water bottle, gargle and atomizer. But none avails against cold itself.

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COLDS

Physicians now have a treatment for most of the respiratory ills, but nobody knows what virus causes or what cures the common cold

by FRANCIS SILL WICKWARE

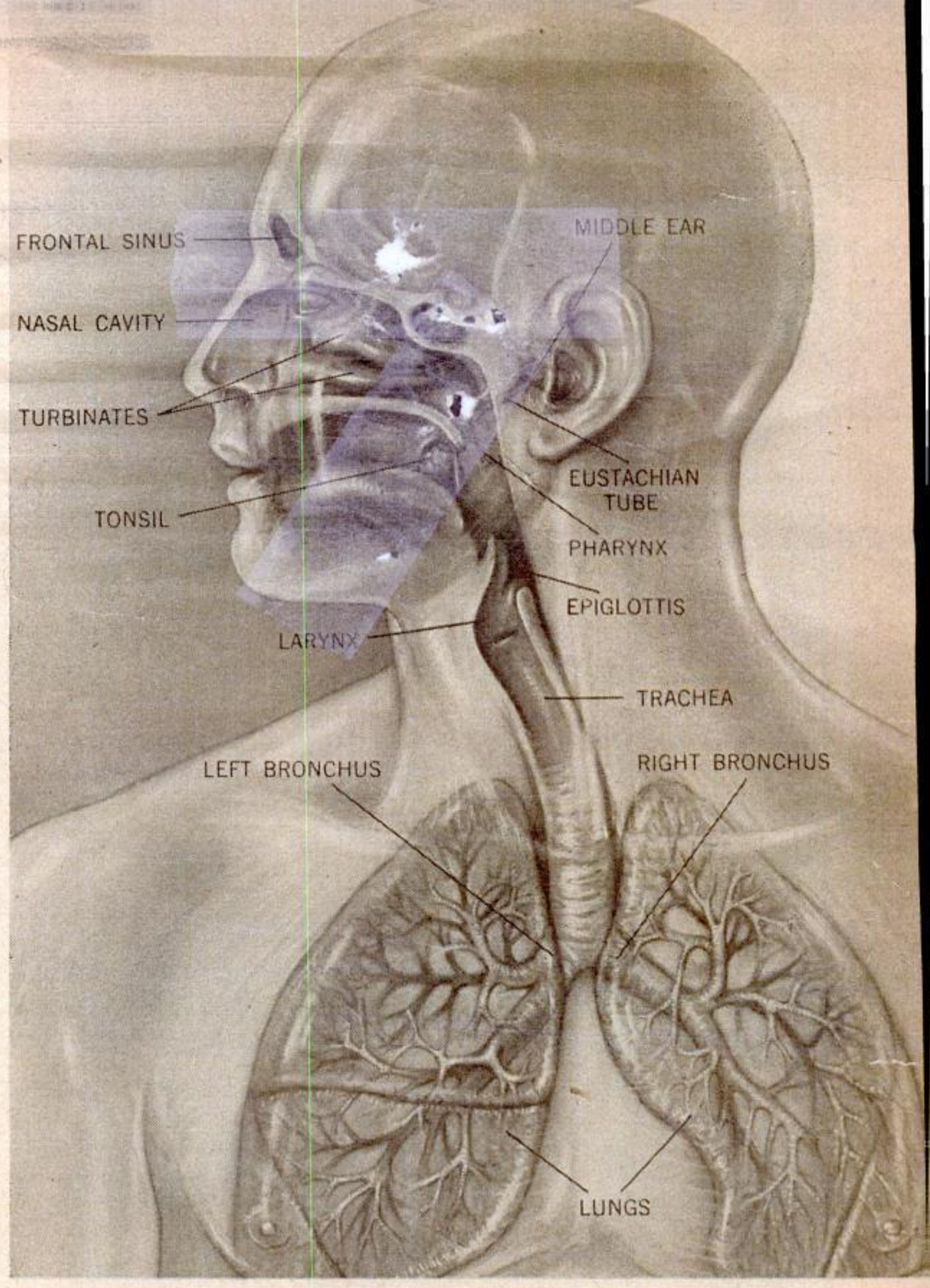
TWENTY-EIGHT years ago, during the last months of World War I, thousands of U.S. soldiers and civilians temporarily forgot about the Kaiser to struggle with a deadlier enemy, "Spanish influenza." Like the Red Death in Poe's story, it appeared suddenly; within four months it killed more than 400,000 Americans outright. Where the malady originated or what caused it, no one knew. It was called "influenza" from the Italian word meaning "influence," and "Spanish" because it had raged in that country before crossing the Atlantic. Some believed that German agents were responsible. Doctors favored the less dramatic theory that flu, as it manifested itself in North America, was a virulent form of a respiratory infection common in China and that it had been carried to Europe by some 200,000 coolies brought to France as war laborers. Whatever the source or causative organism (matters never definitely settled) the great epidemic of 1918 still ranks as one of the most devastating plagues of all time.

Pondering medical history and taking note of a recurrence of the same conditions which prevailed at the close of World War I, until recently most U.S. doctors feared that in the overcrowded cities and shifting populations of 1946 the flu of 1918 might repeat itself. Influenza or "grippe," as it is popularly called, is apt to be prevalent at this season, especially in the northern states, and reaches its peak in January or February. This time, however, although flu may be widespread and cause an appreciable percentage of fatalities, there will be no large-scale epidemic. If one seems to be developing, it can be scotched with a new vaccine which is cheap (usually $5 or less for the course of two or three shots), quick (the course is completed within a week, gives immunity for at least six months) and effective against the two standard types of influenza unimaginatively designated as A and B. Although the viruses of type A and type B are siblings, there is no cross-immunity between them. A survivor of type A develops a natural resistance to a reinfection but none at all to type B. The packaging of a double-barreled vaccine in single ampules is not only a chemotherapeutic triumph but a great public convenience.

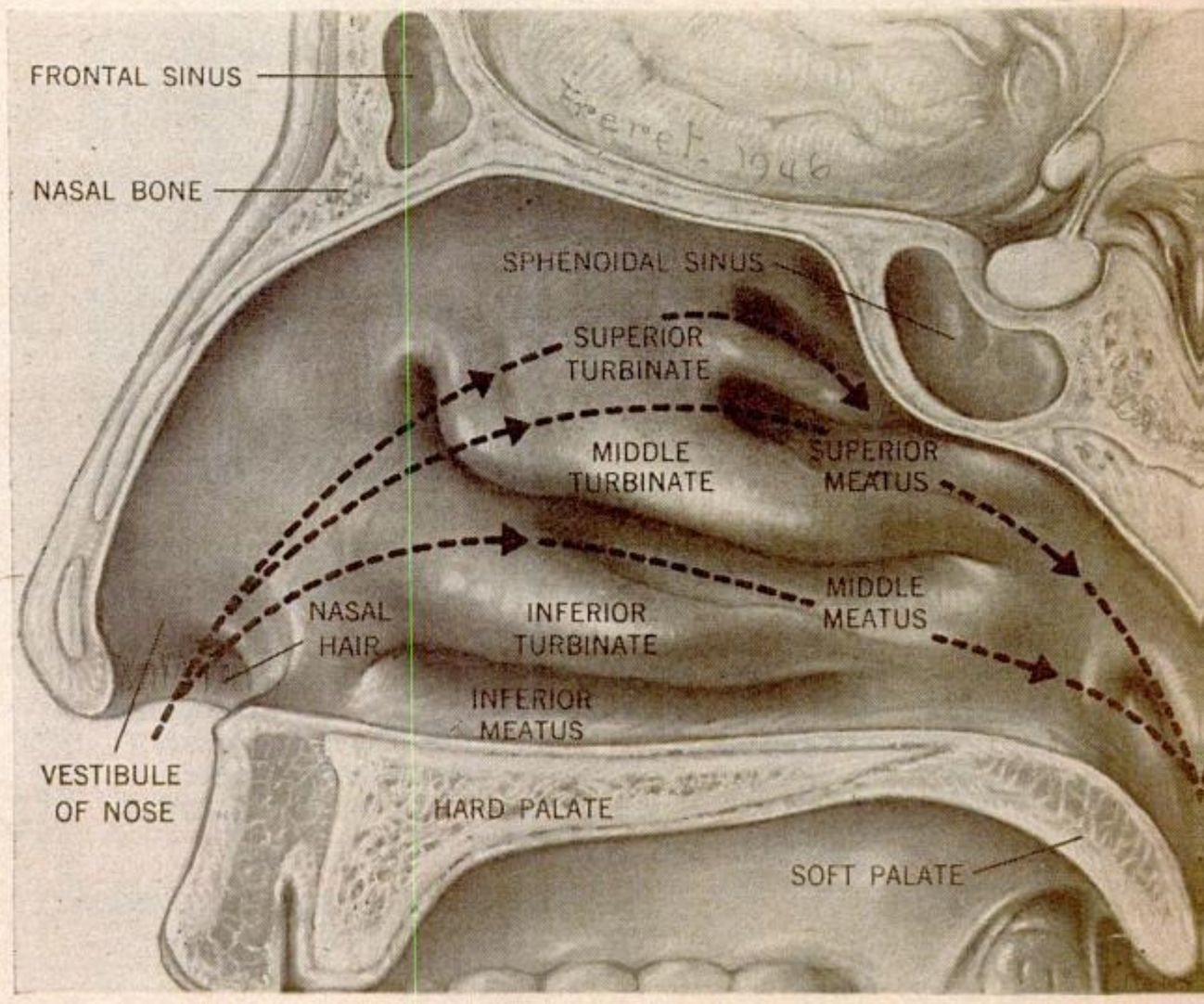
Like most medical discoveries, Influenza Virus Vaccine (A-B) is a synthesis of the work of many men, but the major credit belongs to Dr. Thomas Francis Jr. of the University of Michigan, who originally developed it. While not infallible, large-scale Army tests last year showed that the vaccine was 70% effective in *preventing* influenza. It is useless in treatment, however, mainly because the disease is so brief that the vaccine has no time to work; but penicillin and the sulfas have no effect on the A-B viruses. And while the vaccine ordinarily has no unpleasant reaction, it should not be administered indiscriminately. It is produced at present within the yolks of living chick embryos, and people with egg allergies may suffer less from influenza than from the allergic reaction to the shots. However, this can be determined in advance with suitable allergy tests.

Its development prompts people to ask a question that doctors are sick of hearing: "If you medical men are so smart, why don't you do something about the common cold?" To which doctors reply, "The importance of the common cold isn't the cold itself but the fact that by lowering the resistance of the respiratory tract it paves the way for much more serious infections. True, we have no positive prevention or cure for the cold at present. But we *do* have highly effective preventive and curative weapons against the secondary diseases frequently ushered in by colds, and more are on the way." In fact the progress against these diseases has been about as rapid and successful as in any branch of medicine during the last few years.

Thus control of influenza now is assured by the new vaccine, while sulfa drugs and penicillin have vastly assisted treatment of sinus and middle-ear infection, bronchitis, laryngitis, tonsillitis, "strep" throat, pneumonia and many other respiratory ailments. In pneumococcal lobar pneumonia,



THE RESPIRATORY SYSTEM is vulnerable throughout its length to complications after colds. A nasal infection may spread into the throat, bronchial tubes and lungs (causing sore throat, bronchitis or pneumonia); upward into the sinuses, or outward into the Eustachian tubes and middle ears, with partial deafness a possible result.



THE HUMAN NOSE is a highly efficient, natural air-conditioning unit. Dust particles are trapped by the coarse hair of the nostrils. In passing the turbinates, the bony, membrane-covered structures which project into the nasal passageways (meatus), the air is warmed, partly sterilized and humidified. The superior turbinate also transmits smell.

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America's most famous jacket
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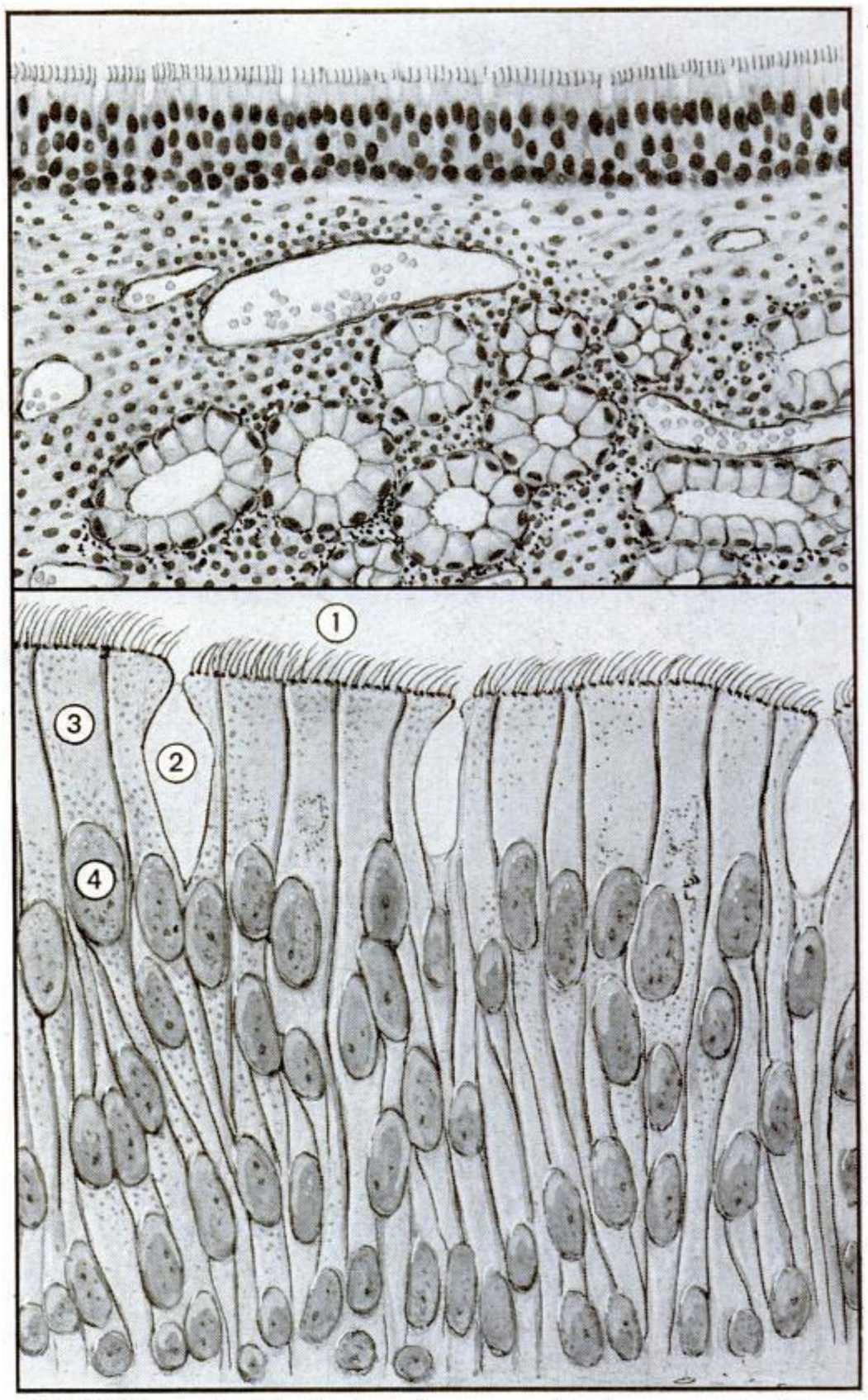
$14.75
WITH ZIPPER FRONT
Soft brown herringbone, 100% virgin wool, lined with wool. Two tone or solid color. Sizes 34 to 46. (Others to $16.95)
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Ask your local dealer to show you the WINDBREAKER. Notice the details of its tailoring—the superb cut—the quality of fabric and lining. The fact is, you can't duplicate WINDBREAKER quality even at a higher price! It's a perfect Christmas gift he'll cherish all year 'round.

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TRACHEA, or windpipe, is shown in cross-section (*upper panel*), with surface magnified 1,500 times (*lower*): 1) cilia which sweep away mucous secretions; 2) the goblet cells which form mucus which filters dust and has antibacterial properties; 3) the epithelial cells, from which cilia grow; 4) cell nuclei.

COLDS CONTINUED

for example, the doctors point out, the mortality has been lowered from about 33% to 5% or less. The prospect is good that shortly immunity to pneumonia will be as feasible as to influenza. Now about to emerge from the laboratories of E. R. Squibb & Sons is an anti-pneumonia preparation known as Pneumococcus Polysaccharides, an injection of which confers immunity for about three years. Army tests indicate that it may prove even more effective than the influenza vaccine. There are more than 30 known types of pneumococcus, and Squibb is conducting experiments to determine how many of them can be combated with a single preparation. The product probably will be commercially available in about four months and will be prescribed especially for older people who are prone to develop pneumonia not only as an aftermath of colds but as a complication of other diseases and as a reaction to fractures or prolonged bed rests.

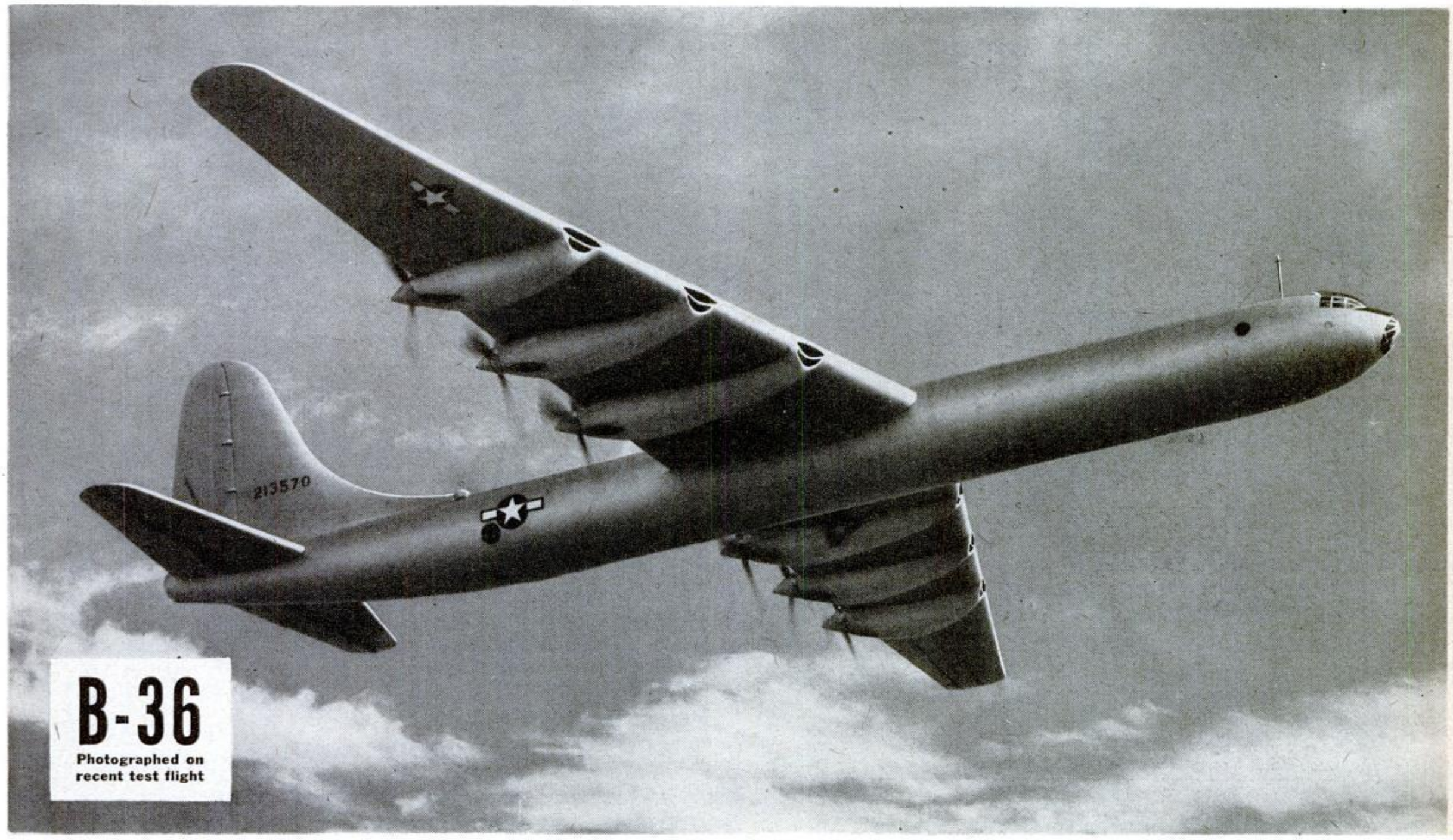
No cure for virus pneumonia

PRACTICALLY the only important respiratory disease for which no specific has been found is primary atypical pneumonitis, commonly known as "virus pneumonia." It is caused by an unidentified virus which is thought to be related to that of psittacosis, or parrot fever. No preventive serum or vaccine has been discovered so far, and apparently neither the sulfa drugs nor penicillin are of much value in treatment. There are perhaps 2,000,000 cases per year in the U.S. Though much less severe than true pneumonia, the disease is debilitating and often opens the door to more dangerous infections. Deaths from primary atypical pneumonitis alone have been rare, but in the opinion of some doctors the ac-

CONTINUED ON PAGE 110

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AMERICA has THE WORLD'S BIGGEST BOMBER!



B-36
Photographed on recent test flight

THIS is the giant B-36—the biggest land-based bomber ever built.

Manned by a crew of 15 men, it is designed to carry 10,000 pounds of bombs 10,000 miles. Its top speed is more than 300 miles per hour. Operating from airports available to us, the B-36 could, *if this country were attacked,* drop bombs on any city in the world.

Just how big is "the world's biggest bomber"?

Imagine a tail fin that is almost as tall as the average 5-story apartment building! Fuel tanks so large that more than 2 railroad tank cars are needed to fill them! Six pusher-type engines with a total of 18,000 horsepower! A wingspread as great as that of two B-24 Liberator bombers, with 10 feet to spare!

Designed and built by Consolidated Vultee, in conjunction with the United States Army Air Forces, the mammoth B-36 is a mighty symbol of peace-loving America's determination to remain strong in the air—to preserve the peace through strength!

The awe-inspiring B-36—first of a fleet of such long-range bombers now under construction—is one of Consolidated Vultee's important contributions to this nation's protective strength in the air.

And THE WORLD'S MOST MODERN TWIN-ENGINE AIRLINER is on the way!



America's leadership in commercial aviation is a *must*, too.

Consolidated Vultee is now building the most modern twin-engine airliner the world has ever seen. This new transport, known as the Convair-240, will be flying the skyways next summer.

Many famous airlines—including American Airlines, Western Air Lines, Pan American World Airways, Continental Air Lines, and KLM (Royal Dutch Airlines) have already ordered fleets of Convair-240's.

Watch for this ultra-modern 300 MPH airliner—pressurized and air conditioned for your comfort.

We promise you that your first flight in the Convair-240 will be an experience you will want to repeat over and over again—whenever you want to travel *faster*, and with *greater safety* and *comfort!*

Let's keep America strong in the air!

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Here's Quick 3-Way Relief:



...Go after those offensive minor coughs due to colds or smoking at the very first scratchy "tickle." Get Smith Brothers famous black Cough Drops, a scientific prescription-type formula of proven cough-relief ingredients used for years by the medical profession. Smith Brothers bring quick, long-lasting relief in 3 important ways:

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3. Help loosen phlegm

No narcotics. Let children enjoy them freely. Now in greatest demand of their whole 99 year history. A boon to smokers. Buy 2 packs today, one for pocket, one for bedside if night coughs strike.



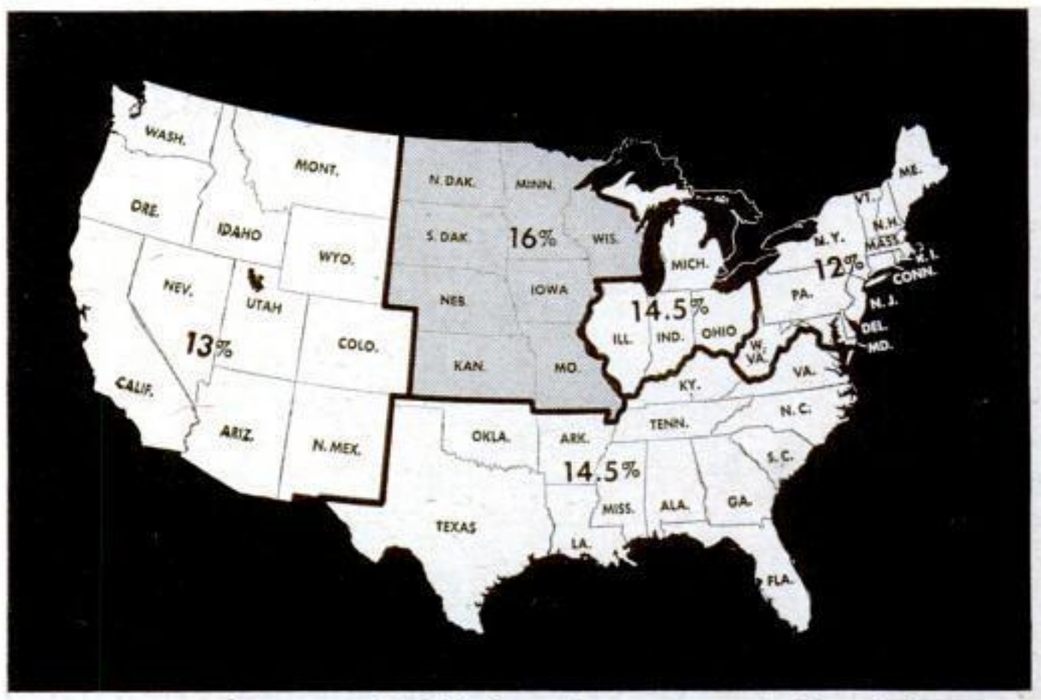
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GALLUP NOSE COUNT, for fall through spring seasons, showed that population of the north-central states has the highest percentage of cold victims.

COLDS CONTINUED

tion of the disease has been increasing in violence and may become a major threat. They point out that in a new disease where no specific treatment is available, the causative organisms evolve according to the survival of the fittest. The weaker organisms are eliminated by the body's natural resistance, whereas the strongest survive. Thus in the course of time a disease initially of a mild nature can evolve into a deadlier one. This has occurred with scarlet fever, diphtheria and many other ailments.

But news of present or future victories over serious respiratory diseases gives small comfort to victims of coryza or acute catarrhal rhinitis, as doctors refer to the common cold. For them there is neither prevention nor sure cure. According to extensive research conducted by the indefatigable Dr. Gallup, the coryza afflicts at this season some 18,000,000 U.S. citizens, or almost 15% of the population. This percentage tends to be constant until Christmas, when it usually begins to increase. By February, the peak month, approximately 25,000,000 people have colds. Thereafter the figure declines until it hits its annual low in mid-July—6,500,000.

In all seasons the incidence of colds is highest among children under 10, lowest in the 20 to 29 age group. Older people have fewer colds than the very young, but when they do they are apt to be more severe and last longer. Although often described as "the most democratic disease," coryza discriminates sharply between rich and poor. Lower-income groups have more than half again as many colds as their economic superiors. Colds occur in all parts of the world but are most prevalent where storms and violent weather fluctuations prevail. In this country the north-central states have the highest incidence. Chicago is the No. 1 U.S. city for colds. There seems to be little differential in the cold rate between rural and urban populations, but outdoor workers are generally less susceptible than office workers. Among all groups Monday is the most popular day of the week for coming down with a cold. This partly reflects the greater likelihood of exposure in weekend crowds, partly a psychosomatic reaction to the thought of going back to work.

How many colds a year?

ACCORDING to some estimates, only 6% of all U.S. citizens weather an entire year without a cold, whereas 60% catch two or three of them and more than 20% five or more. The average worker is said to lose three work days annually. Dr. John R. Steelman calculated that colds, the leading cause of absenteeism, subtracted five times as many manhours from war production as all strikes combined. Totaling up lost wages and medical expenses, statisticians put the annual U.S. cold bill at $2 billion, or the equivalent of the cost of the atomic bomb project. This outlay supports the $100,000,000 cold-remedy industry and an important part of the $200,000,000 vitamin industry. There is in addition a vast commerce in cold comforts like disposable tissues, citrus fruits and juices, cathartics, aspirin, goose grease, mustard, turpentine, flannel rags, sun lamps, steam kettles, droppers, atomizers and, of course, whisky.

The search for the cause of the common cold has been going on for centuries, with doctors and laymen alike periodically unmasking a new culprit. The blame has been variously placed on "pestilential vapors," night air, dust, emanations from decaying leaves,

CONTINUED ON PAGE 112

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A big "little gift" for a *Lovely Lady*



A perfect stocking stuffer . . . a wonderful "extra" gift . . . a delightful way to say "Merry Christmas"! Pacquins Hand Cream in its charming Christmas package will gladden the heart (and hands!) of any woman on Christmas morning. The sparkling golden package with cheery red and green decoration is so pretty and gay you'll not bother with any other wrapping.

Better put it on your list now— Pacquins . . . the world's most popular **hand cream!**



Pacquins **HAND CREAM**

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE

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It's a gift—that little knack of knowing just the right time to take a recess for refreshment—and knowing, too, the right words for it—"HIRES to You"...

A TOAST TO GOOD TASTE.

sitting in damp churches, bedbugs, face powder, cats and dogs, acidosis, the influence of comets and other astral bodies, wet feet, and cold weather. Today popular fancy has singled out a submicroscopic filtrable virus as the chief villain and its discoverer will no doubt be hailed as a medical hero of the stature of Pasteur.

Few scientists believe that when the virus—or, more likely, a number of related viruses—is found, the common cold will be automatically eliminated. Since the disease is so mild, it may be impossible to develop a cure which will not be worse than the cause. It may even be found necessary to have a separate vaccine for each causative virus, making preventive treatment too tedious and expensive for general application. At any rate, until a virus is isolated there can be no cold vaccine of any description. The "cold shots" given by many doctors act only against the bacteria which colonize in the respiratory tract at all times. They may give some protection against secondary infection, but they provide no defense against colds. This has been demonstrated often in controlled large-scale tests. Dr. N. D. Fabricant, author of *The Common Cold and How to Fight It*, cites a typical experiment at the University of Minnesota. Student volunteers were divided into two groups. The first received active cold shots, the second, unknowingly, received blank injections. At the end of the test period the second group actually caught fewer colds than the first.



DR. THOMAS FRANCIS JR. was chief developer of flu virus vaccine.

Many people frequently crow that they have gone all winter without a cold, thanks to some new medicament, but such results appear to be either accidental or psychological. As for oral vaccines in tablets or capsules, the American Medical Association states, " . . . The scientific evidence against the value of oral cold vaccines is overwhelming . . . " and "[Those] who lend themselves to the wholesale uncontrolled distribution of such preparations are perpetrating an unwarranted commercial assault on the public pocketbook."

The use of sulfa drugs and penicillin in cold therapy is still the subject of a good deal of controversy. Like the so-called cold vaccines, they have a powerful effect on the bacteria causing secondary infections but do not seem to act on the cold viruses themselves. This fact is demonstrated by the number of colds encountered among patients receiving heavy doses of them for treatment of other diseases. The weight of clinical evidence suggests that the sulfa compounds may shorten the duration of the cold, reduce discomfort and offer some protection against the onslaught of complicating respiratory diseases. Despite these possible advantages doctors are wary of prescribing them for colds and condemn indiscriminate self-medication with pills, drops, sprays or powders containing them. Even minute quantities of sulfa drugs as in nasal sprays, for example, may produce severe toxic reactions, including fever, vomiting, headache, jaundice, skin eruptions and anemia from destruction of red blood cells. Furthermore a person doping himself with sulfa preparations may become sensitized to them and be unable to tolerate them should he develop a condition requiring their use.

Penicillin helps

THESE reactive dangers are uncommon in the use of penicillin, which is superior to the sulfas in most instances and uniquely effective in many others. By means of a new method of delivering massive doses suspended in oil and beeswax, penicillin may be absorbed slowly and continuously from a single daily administration. Combined with a nasal spray of penicillin, the injections seem to minimize the severity of the infection and help ward off bacterial complications. "This is," says Dr. Harold Thomas Hyman of New York, "the optimum of treatment for recurrent and chronic nasal and sinus afflictions." Here again, however, the action is against secondary bacteria, not cold viruses.

Despite periodic announcements of a fight-to-the-finish on the common cold (the most recent was issued by the National Institute of Health, which has a minimum five-year program), scientists have made no startling progress. This is not the scientists' fault. The common cold is perhaps the most complicated of all diseases

CONTINUED ON PAGE 115

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Van Heusen rings the Christmas Bell

There's something lyrical about every shirt, tie, pajama and sport shirt in Van Heusen's Christmas line-up. They'll chime in with style-loving pops, unks, big brothers and other assorted males throughout the land. Smartness, comfort—and lots of down-to-earth quality too, because each product is rigidly laboratory-tested to make sure it gives tops in wear and satisfaction until long, long after Christmas morning.

Make sweet music this Christmas—with Van Heusen!

Phillips-Jones Corp., New York 1, N. Y.

Van Heusen

shirts · ties
pajamas sportswear

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These rare gifts from Scotland are scarce this year and may or may not find a place beneath your tree. In any event, Johnnie Walker wishes you and yours the very happiest of Christmas days.

Next Yuletide, we hope, this sentiment will surely be accompanied by the smooth, mellowed perfection that has made the Red and Black Labels of Johnnie Walker world famous.

JOHNNIE WALKER BLENDED SCOTCH WHISKY

Black Label — Red Label. Both 86.8 proof.

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CAMPHOR BAGS worn around neck was old-wives' method of flu-prevention during the 1918-19 epidemic. The fumes were supposed to kill flu germ.

COLDS CONTINUED

and the most elusive to investigate. To name one barrier, animal experimentation is impractical because only the higher anthropoids (notably chimpanzees) catch cold. The only alternative is human subjects. At the newly formed Common Cold Research Unit in Harvard Hospital, a gift of Harvard University and the American Red Cross, near Salisbury, England, this alternative is being explored with volunteers from Cambridge and other English universities. The experiment has been in progress only a few months and findings may not be announced for several years. "The first finding," one doctor predicts, "will be that in the future researchers should stick to chimpanzees."

The common cold is not a single entity like syphilis or yellow fever but the end result of a number of conditions and influences in unstable equilibrium. Hence research is not concerned with the virus alone but with the virus in relation to the body's defenses against it. This in turn involves a study of the complex factors influencing natural resistance—temperature changes, diet, fatigue, psychological states, environmental conditions and the mechanics of that Ellis Island of the cold virus, the human nose.

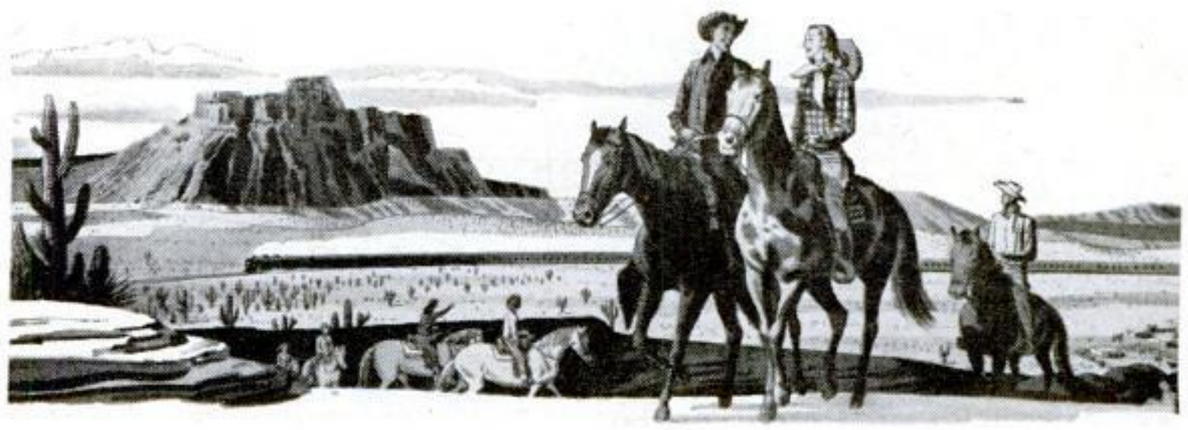
A natural air-conditioner

LIKE the stomach, the nose is a pantaloon among the organs. It is devoid of drama, mystery and glamor. Long before Cyrano it was a subject for jesting. However it deserves recognition as the most compact and one of the most efficient air-conditioning units in existence. Daily it supplies to the lungs some 500 cubic feet of air which is filtered, humidified, thermostatically adjusted to body temperature and to some extent sterilized. To the average person the nose consists of two nostrils divided by the septum, but as shown in the diagram on page 107, it is actually a ramified system of tubes and chambers. Air drawn into the portals of the nose is first strained through the coarse hairs in the nostrils, which serve as a trap for dust particles. Finer particles as well as some bacteria are caught in the secretions of the mucous membrane lining the nose and speedily propelled backward into the throat. This is accomplished by the vigorous, incessant movement of millions of tiny hairs, or cilia, which sweep away the mucous secretions. The nose receives a complete change of this protective substance about three times per hour, so that bacteria in the secretion linger only a few minutes. A great many of them are immediately destroyed by the bacteriostatic agents in the mucus, principally lysozyme, a natural bactericide first discovered by Dr. Alexander Fleming about 20 years ago. In view of the popular notion that there is some magic in alkalinity to prevent and cure colds, it should be noted that the nasal secretions are slightly acid to begin with, since an acid medium is less congenial to the growth of bacteria. Heavy consumption of patent alkaline remedies does neither harm nor good. Application of alkaline nose drops is like trying to douse a fire with gasoline. A few of the newer acid-base drops and sprays have professional blessing, if used with moderation. But, though constant dosing with such preparations may give temporary relief, they reduce natural resistance and may prolong the cold. A safer prescription is plenty of sleep, since the beneficial acidity of the nasal secretions is

CONTINUED ON NEXT PAGE

Fastest in history
—no extra fare!

Sunset Limited to Arizona·California
via New Orleans



For your winter vacation, Southern Pacific offers the fastest daily main line trains direct to El Paso, Tucson, Phoenix and other resort centers in the Southwest.

1. You can go west via New Orleans and the Old South on our new, faster *Sunset Limited*—only 27⅔ hours to El Paso, 35 hours to Tucson, 37¾ hours to Phoenix, 48 hours to Los Angeles from the Creole City. No extra fare for this schedule—fastest in history on the *Sunset Limited*. It costs no more to route your trip this way from most eastern and midwestern points. Fast trains from principal eastern cities connect with the *Sunset Limited* daily at New Orleans.

2. Or you can go on the *Golden State Limited* from Chicago to El Paso in only 29 hours, to Tucson in only 36½ hours, to Phoenix in 39¼ hours and to Los Angeles in 49¼ hours. No extra fare. All streamlined Pullmans and chair cars (all seats reserved). Through streamlined Pullman from New York.

3. The fast *Imperial*, new 53-hour train between Chicago and Los Angeles, now gives you an exciting 51-mile trip through Mexico and shows you California's sunny Imperial Valley.

These swift trains, together with other fine Southern Pacific trains over the Golden State and Sunset Routes, now offer the finest, fastest train service to Texas, Arizona and California in Southern Pacific's history.

Incidentally, in planning your winter vacation, may we remind you that December to February are the peak months of the winter travel season. Most resorts, however, are open until late spring when this country is really at its climatic best. To insure getting the train and resort reservations you want, if possible plan to take your trip during the less crowded months.

For information about Southwestern guest ranches, Palm Springs, California or other western winter playgrounds, fill out and mail the coupon.



S·P

The friendly Southern Pacific

MAIL THIS COUPON TODAY

D. J. McGANNEY, Dept. LE-121,
310 So. Michigan Avenue, Chicago 4, Illinois.

Please send me the booklet I have checked.
() Guide Book, "How to See Twice as Much on Your Trip to California" () Southwestern Ranches and Resorts.

*Name*_____

*Address*_____

*City & Zone*_____ *State*_____

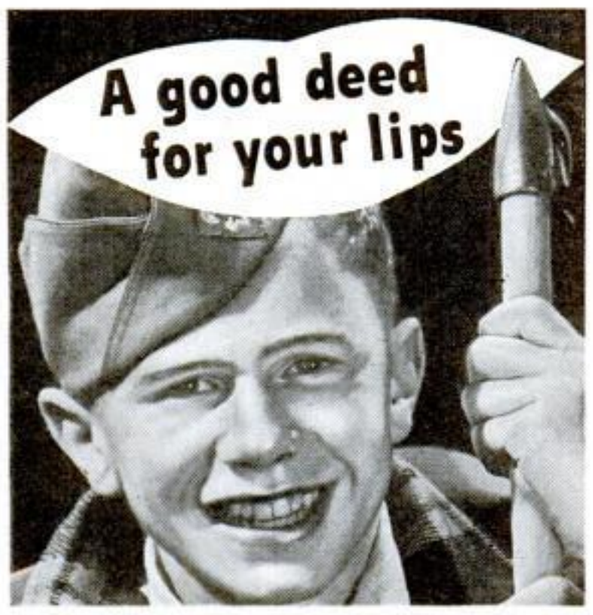
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You can say goodbye to rough, chapped lips if you keep 'CHAP STICK' handy. Specially medicated—specially soothing.
'CHAP STICK' keeps lips fit



If you're keen on snow sports and the "white outdoors"—Be sure to make 'CHAP STICK' your boon companion.
'CHAP STICK' for chapped, cracked lips



"We fellows who hit the trails know what wind and weather can do to lips." 'CHAP STICK' is the lip balm for weather-beaten lips.
'CHAP STICK' for everyone in the family

☆

Take 'CHAP STICK' with you wherever you go. It's the famous lip balm that went overseas by the millions to serve our Armed Forces. Handy, easy to apply. Brings quick and lasting comfort to chapped lips caused by sudden climatic changes, wind and weather. 'CHAP STICK' *keeps lips fit.*



sharply diminished by fatigue and increased by rest. Consequently plenty of sleep is universally prescribed to boost general as well as local resistance.

In the course of the cleaning and sterilizing process, inspired air is warmed and humidified in the mucous-lined nasal cavities which lie athwart each nostril. Myriads of infinitesimal blood vessels in the membrane heat the air, while at the same time moisture is absorbed by the air almost to the saturation point. The source of this moisture is not entirely clear. It may be the vaporized fluids from mucous secretions or the blood vessels themselves. Whatever the source, it is estimated that nearly a quart of water is taken up every day by air passing through the nostrils. Any disturbance of these essential functions immediately alters the character of the air delivered to the lungs and exposes the entire respiratory tract to invasion by the ever-present bacteria. The old-fashioned steam kettle bubbling in a warm, draftless room is an excellent device for preheating and humidifying inspired air during the course of a cold, thus partly taking over the normal activities of the nasal cavities and lessening both discomfort and the chance of secondary infection.

As noted, a large number of factors singly or in combination may operate to upset the mechanism of the nose and pave the way for a cold. But the commonest cause is chilling as a result of rapid changes of temperature. There is a considerable body of lay thought which is convinced of the value of ice-cold showers, coatless winters and other Spartan regimes for hardening the body so that it will be impervious to chills, but these measures accomplish nothing except to breed an objectionable sense of superior virtue. It is comforting to know, however, that liquor, the oldest and most popular cold remedy, has the endorsement of many a sympathetic physician. A couple of stiff drinks may not cure the cold, but it helps the patient to feel no pain. It is not, however, necessary to follow the prescription advocated by a forgotten English doctor: "To hang one's hat on the bedpost, drink from a bottle of good whisky until two hats appear, and then get into bed and stay there."

Secondary infections

IF the cold virus establishes a beachhead in the nose after a body chill, it further weakens the natural defenses by interfering with the activity of the cilia and the secretion of mucus (accounting for the hot, dry, tickling sensation at the onset of a cold). Bacteria then have an ideal environment. No one knows where the line is drawn between initial virus penetration and subsequent bacterial invasion, but most of the uncomfortable cold symptoms are caused by the latter. Progress of the bacteria is a highly selective affair, depending on individual susceptibility, individual treatment and the state of over-all resistance, this last factor being strongly influenced by fatigue. The excessively dry air of most steam-heated buildings and the presence of irritating dust in the air are external circumstances which may also determine the success of the bacterial onslaught. Finally, there is an important X-factor in the state of mind of the individual on the verge of a cold. Anxiety, rage and other strong emotional states can produce changes in the nasal membrane identical with the results of chilling. Fabricant cites experiments in which the chemistry of the nasal mucus shifted almost instantly from acid to alkaline in response to an emotional upheaval. There is excellent authority for believing that many people who are afflicted with an undue number of colds are actually the victims of their own emotions. As Fabricant comments, "Often, the removal of a common cold sufferer from daily stresses and frustrations will lessen nasal secretions and relieve other symptoms."

If the common cold always confined itself to the nose, it might be dismissed as one of the unavoidable nuisances of life like taxes and shaving. But a nasal infection may spread downward into the throat and lungs or upward into the sinuses; or into the Eustachian tubes to the middle ears, possibly causing partial or even permanent deafness; thence to the air-containing cavities in the mastoid behind the ear; or even to the meninges (lining membranes of the brain), with dire if not fatal consequences.

This sequence of infection is often initiated by improper nose blowing. Stoppage of one nostril to increase blast pressure in the other is the commonest fault. It may drive infected mucous secretions into the sinuses and Eustachian tubes. Therefore the safest procedure is to blow through the whole nose at half throttle.

The endless procession of cold cures and treatments includes two dozen soft linen handkerchiefs, osteopathy, electric diathermy, chlorine gas and surgical removal of the uvula. Nearly every year produces a new one and discussion is rife at all times concerning

CONTINUED ON PAGE 118



MOTHER knows . . . she has relied on Clorox for many years to provide greater home sanitation. By passing this knowledge on to her daughter, she is helping create another American household that guards against home infection risks the effective, dependable Clorox way. Regularly used in routine cleansing of bathroom and kitchen "danger zones" Clorox imparts the type of disinfected cleanliness recommended by health authorities. It also bleaches, removes stains. Simply follow directions on the label.

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT
CLOROX
FREE FROM CAUSTIC
Years of unsurpassed quality and performance have made Clorox the choice of millions . . . it's always uniform . . . it's always dependable!

YOU CAN SEND A **LIFE** *International* SUBSCRIPTION TO ALMOST ANY PLACE ON THE GLOBE

Men need it, too!

QUEST

All-purpose

DEODORANT

A most effective powder, for body odors, for foot comfort.

Guaranteed by Good Housekeeping

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Once upon a Decca Record...

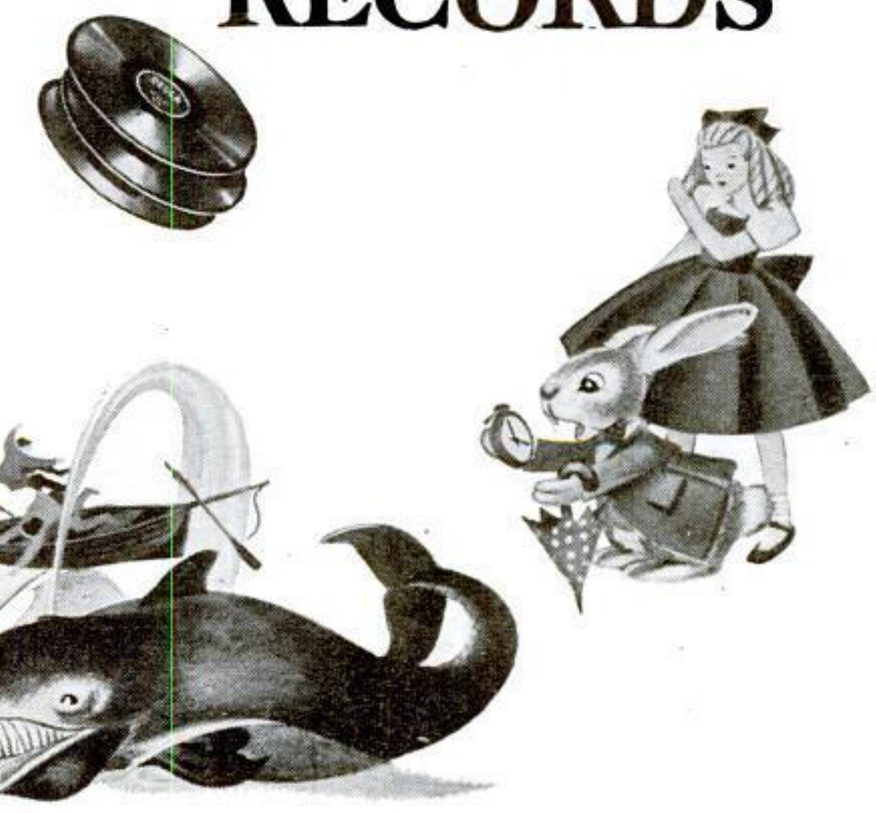


ONCE upon a Decca Record
Johnny heard Kris Kringle's sleigh,
Heard all sorts of wondrous stories
That belong to Christmas day.
Cinderella finds her dream prince.
Long John leads his pirate band.
Mr. Pickwick cuts a caper.
Alice goes to Wonderland.
Tiny Tim and all the others,
Whose enchantment never fails,
Live again when Decca artists
Tell beloved Christmas tales.
This is Decca's gift to children
And to all who seek good cheer:
Here's a very merry Christmas
And good listening through the year.

* * *

And to add to your enjoyment,
We record so you will hear
All the words and all the music
Absolutely true and clear.

DECCA RECORDS



"Decca" Reg. U. S. Pat. Off. ©1946, Decca Records, Inc.

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EVERVESS . . . Yes, Yes!

- **Yes . . . Evervess is Bonded for quality!**

 Bonded by a famous SURETY COMPANY to be as fine as *any* sparkling water at *any* price — or money back! Lots of *long-lasting* sparkle!

- **Yes . . . Evervess—a dime-size bottle for a nickel!**

 12 full ounces—enough for 2 or 3 mixed drinks. Cheaper *per drink* than many so-called "economy" size bottles! Get a half dozen in the Evervess carrier today!



PROCESSED FOR PURITY BY ULTRAVIOLET RAY

The New Sparkling Water . . . A Pepsi-Cola Product

For a Christmas that's different -give him a WHIZZER BIKE MOTOR



When you give a Whizzer, you give *transportation,* one of the most prized gifts anyone can receive. Whizzer is the smart, modern new way to get around—for school, work, shopping, errands, sport. Whizzer is dependable, comfortable, economical, individualized travel. 5 to 35 m.p.h. 125 miles on a gallon of gas. Fits any balloon-tired bike. Complete except bike. Smartly streamlined and attractive in appearance—does not affect balance or riding qualities, or interfere with normal pedaling. There's someone in your family for whom a Whizzer bike motor would be the grandest gift ever—a lasting gift, packed with utility and fun. See your Whizzer dealer today!

WHIZZER MOTOR COMPANY
PONTIAC 15, MICHIGAN

Ride one and you'll buy one

See your WHIZZER dealer today · If no local dealer use coupon

WHIZZER MOTOR COMPANY
Dept. 152, Pontiac 15, Michigan

I enclose $99.97, which includes $2.42 Federal Excise Tax () check or () money order. Send me one Whizzer motor, complete, with full installation instruction. Written guarantee with every motor. If descriptive literature only is desired, check here ().

Name.....

Address.....

City.....State.....

the relation of a cold to salt, smoking, heavy underwear, purging and diet. Since a good diet is essential to general health and resistance, it is also important to the common cold, but no specific diet increases resistance to colds. The vitamin craze is another harmless though expensive way of attempting to build up resistance. It accomplishes little or nothing. The average diet usually supplies sufficient vitamins. Pills are mostly wasted unless there is an actual vitamin deficiency.

The exact stretch of time during which a cold can be transmitted to other people has never been defined. It is believed that it can be spread during the late incubation period, that is, for a good 48 hours before the onset of any symptoms. The most infectious period is during the phase of coughing, sneezing and nose-blowing, all of them germ-spreaders, and infectiousness subsides with the decline of these symptoms. The total period of infectivity is probably between five and seven days.

With a few slight exceptions, the steps in treating a cold today are just about the same as they always were and nothing much has happened to change the essential truth of the observation: "An untreated cold lasts seven days, while a treated cold can be cured in a week." Short of the discovery of a vaccine, the best chance of taming the common cold seems to be the treatment of air in public places to eliminate bacteria and viruses. This can be done either by irradiation with ultraviolet light or by the use of antiseptic sprays such as propylene glycol. Most colds start in crowds, where a few sneezers can expose dozens of people to the disease. If public places were irradiated or sprayed, it is estimated that there would be a striking decline in cold incidence. The same measures can be taken at home with good results. A few strategically placed ultraviolet bulbs sterilize the air, while the spray can be used in rooms where bulbs are impractical.

Cold sufferers themselves can do a great deal to keep the disease from spreading by staying at home during the early stages and wearing a surgical mask. Many industrial doctors would like to make it standard practice that employes with colds *must* stay away from their jobs for a minimum of three or four days. No one can catch cold unless the virus is present. Colds were rare among the Eskimos until viruses were brought in by traders. A combination of common sense in the handling of patients with air-sterilization would do more to vanquish colds than all the drugs in the pharmacopoeia.



INHALATIONAL NEBULIZER is a new device for treatment of sinusitis after colds. It evacuates air from the sinuses and replaces it with penicillin mist.

Copyrighted material

"Mrs. Claus is a right fine woman..."



SHE KNOWS I feel weary from lugging my sack,
So, bless her—she fetches that famous blue pack,
An' says to me: "Santa—just fill up your briar,
An' set yourself down in this chair by the fire!"

-YES, there is a woman with real understanding,
Who knows the tobacco that men are demanding,
For Edgeworth is tops, from the Pole to the Isthmus,
A wonderful gift for your men folks this Christmas!



One pound jars packed in attractive Christmas wrappers.

Always give the Finest

EDGEWORTH

AMERICA'S FINEST PIPE TOBACCO

Copr. 1946
Larus & Brother Co.
Richmond, Virginia

Copyrighted material

"Whiskey Going into the Barrels to Age"—painted at the distillery by the famous artist, Georges Schreiber

88 years at fine whiskey-making

makes this whiskey good

IMPERIAL

Reg. U.S. Pat. Off.

Hiram Walker's Blended Whiskey



86 proof. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.

Copyrighted material



SPOOKY "BEEE-OHHH" NOISE IS MADE AS JANET EBERHART MOUTHS VOWELS WHICH ARE TURNED INTO FRIGHTENING SOAP AD BY SONOVOX DEVICE AT THROAT

RADIO JINGLES

Hymns to soap and cereal invite satire but sell ever increasing amounts of the sponsors' wares

The pretty girl shown above, with lips puckered invitingly, is a symbol not only of radio's maddening and hypnotic practice of selling its sponsors' products with musical commercials, chanted ads and jingles but also of radio's cultural level. She is mouthing a slogan which warns of repulsive body odor. As she silently forms the sounds "Beee-ohhh," an electrical device sends a foghorn blast through her vocal cords. This creates a ghostly guttural noise calculated to drive radio listeners out of their homes to buy a bar of soap.

Instead of leading a whole nation to destroy its radios, as might be expected, this kind of salesmanship enjoys ever increasing popularity. The catchy jingles, in particular, are entering U.S. musical folklore. But although many sponsors coat their commercialism with funny, catchy lyrics and tunes, the average jingle fairly screams for satirization. Two weeks ago it got it from Fred Allen in an opera he called *El Commerciale*, featuring a happy heroine named Betsy Cola ("she hits the spot"), and he managed to plug 26 sponsors in six minutes. Examples of commercials which annoyed and amused Allen appear on the following pages.

CONTINUED ON NEXT PAGE

Copyrighted material

Now...

a quality pen for only

$3.50



14 KARAT GOLD POINT (Extra large for strength)

IRIDIUM TIPPED —for smoother writing and longer wear

QUICK STARTING —even flow

LIGHT WEIGHT —perfect balance

Yours *for* years!

And...every pen is backed by the Venus Guarantee

VENUS

-by the makers of the famous VENUS Pencils

AMERICAN PENCIL COMPANY



ONCE A WEEK Fanny Brice chants her own commercial. As Baby Snooks she spells out the sponsor's letters, "J-E-L-L-O," in a piercing, childish voice.



785 TIMES A WEEK a wine commercial, sung by Clark Sisters, is heard on the air. It was written by the successful Kent and Johnson team (*see p. 127*).



2,700 TIMES A WEEK during its peak popularity, *Chiquita Banana* song, styled like a Trinidad Calypso, was broadcast from recordings by Elsa Miranda.

CONTINUED ON PAGE 124

QUICK RELIEF FOR

stuffed up MISERIES . . . DUE TO head colds

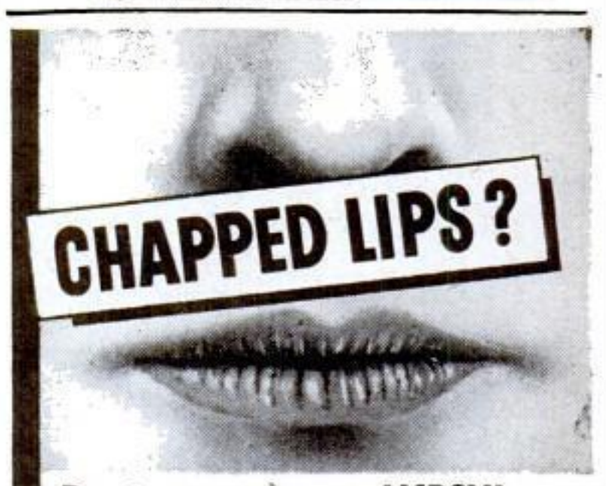


Keep a bottle of Mistol Drops with Ephedrine on hand, always! A few drops in each nostril help relieve that drippy, "hard to breathe" feeling due to head colds!

Caution: Use only as directed



Copr. 1945, Stanco Incorporated



Doctors approve LYPSYL for quick relief



When you suffer from dry, cracked, sore or chapped lips, consider this: ***In surveys now being conducted among doctors, 97% of those reporting approve Lypsyl for fast, soothing relief!*** At first sign of dryness or chapping, apply doctor-approved Lypsyl. Tasteless, colorless, nonsticky. At all drug counters.

Contains Benzoinated Pomade

LYPSYL Pronounced "Lip-sil"

Proves Wonderful For Skin Rashes!



Also Aids Healing

Here's a Doctor's antiseptic formula — Zemo — a stainless *liquid* which is *invisible* on skin — yet so soothing and highly medicated that first applications promptly relieve itching, burning of Eczema and similar skin and scalp irritations due to external cause. Zemo ALSO aids healing.

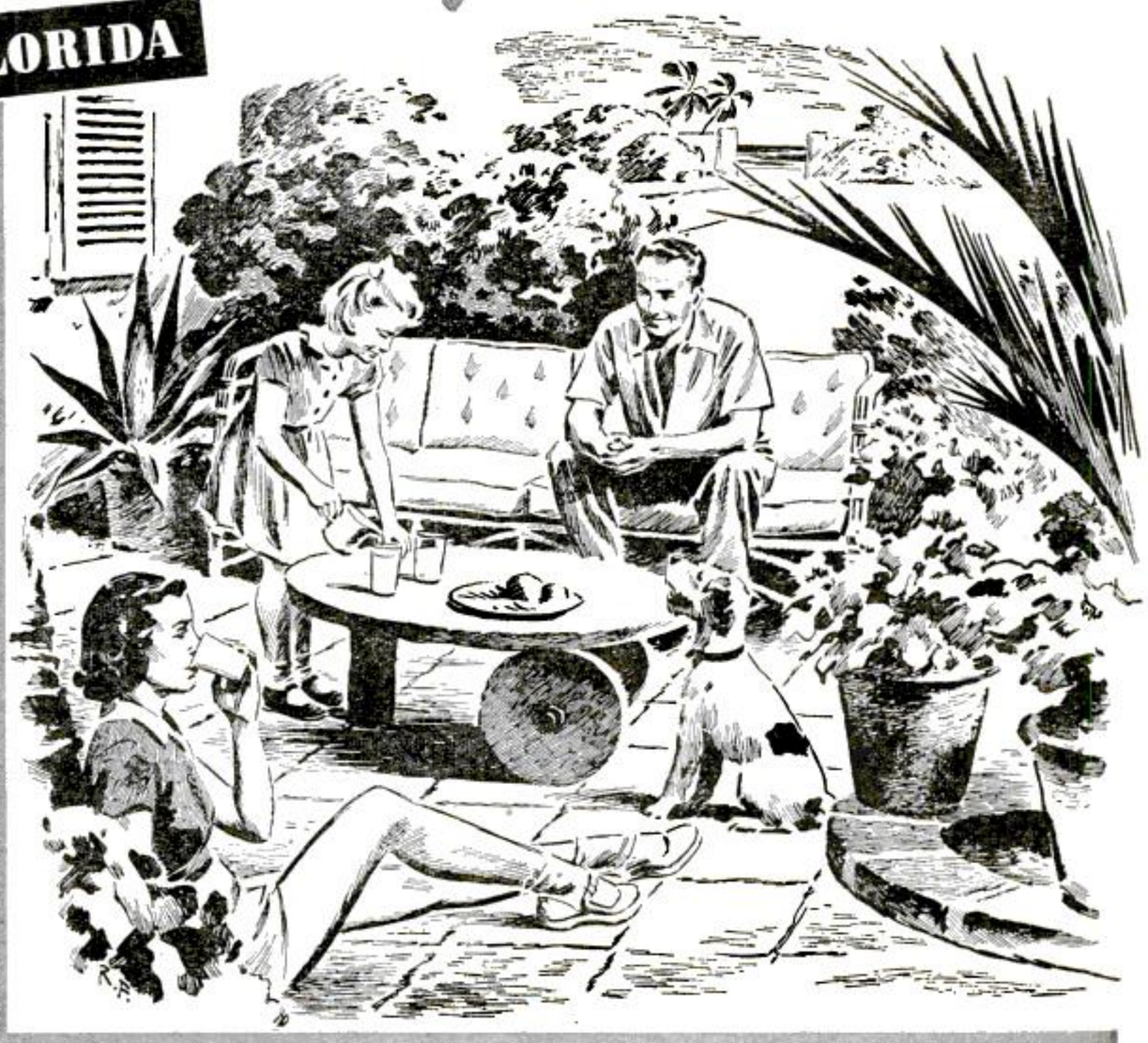
Apply clean, stainless *invisible* Zemo at any time. It won't show on skin. In 3 sizes. For severe cases ask for super *Extra Strength* Zemo.

ZEMO

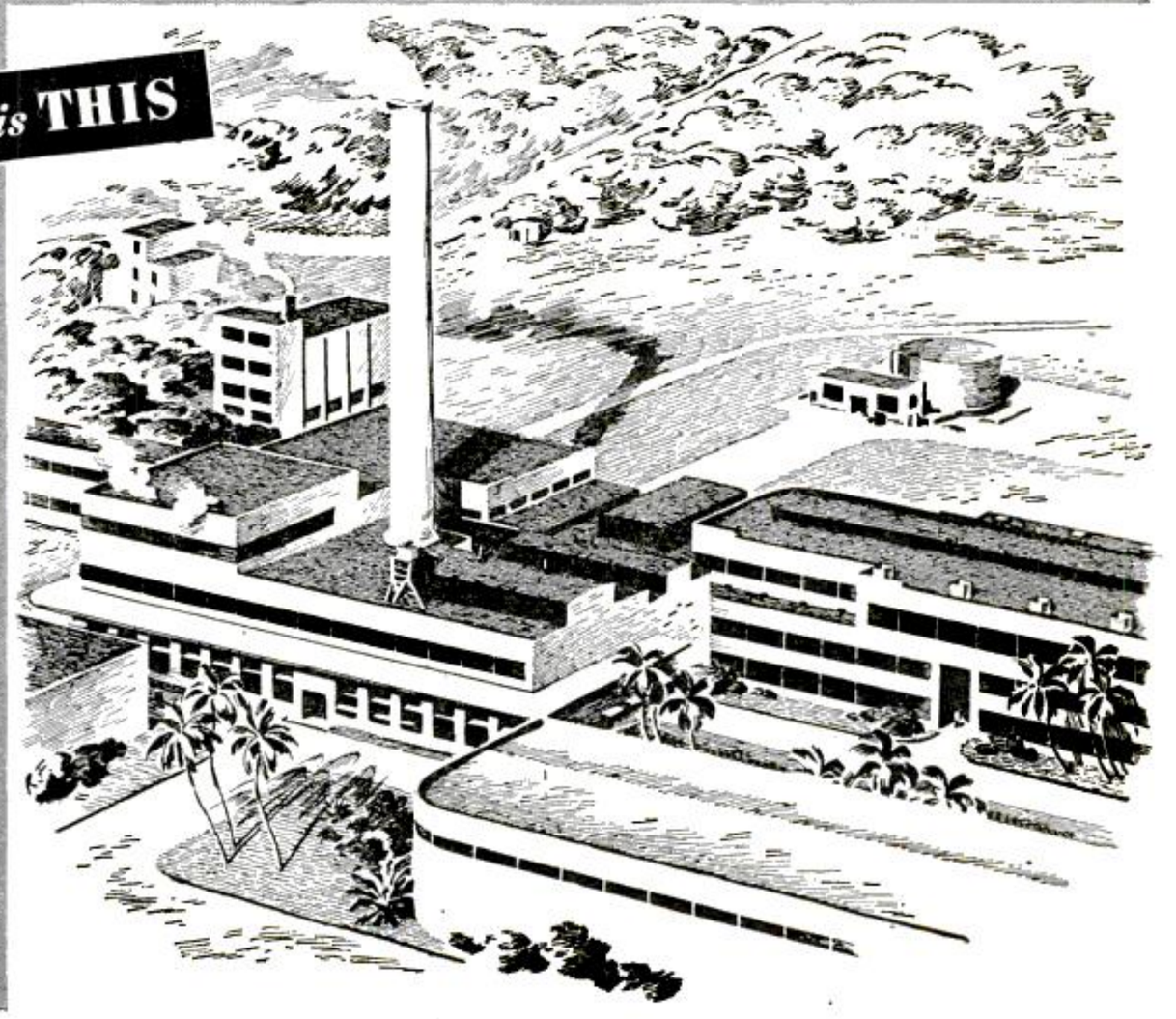
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It's Florida time again









Fun in the sun! Florida's glorious sunshine is waiting to welcome you—warming the soft sands of beaches, inviting you to swim, fish, golf, and enjoy the many *summer sports* that are *winter pleasures* in Florida . . . to visit Florida's famous attractions and thrilling spectator sports. Plan your Florida trip now. Come early! There's sunny fun in Florida to fit every vacation budget.

And remember, there is more to Florida than just a happy holiday. Each year, more and more visitors discover during spring, summer and winter vacations that Florida offers real opportunities for industry, agriculture and business; that Florida means happier, healthier living all-year-round. See all of Florida this winter! There may be a brighter future for you in The Sunshine State.

MAIL THIS COUPON TODAY!
State of Florida, 550 Commission Building
Tallahassee, Florida
Please send me colorful Florida booklet.

Name _____

Street and No. _____

City _____ *Zone* _____ *State* _____

FLORIDA

THE SUNSHINE STATE

Copyrighted material

THEATRE-LIKE

Home Movies Made Possible

with

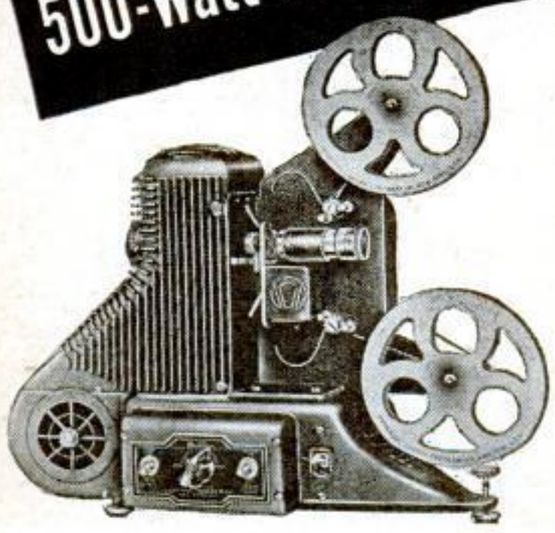
UNIVERSAL *Cinémaster II*



. . . the only 8mm. camera with built-in combination exposure meter and optical view-finder: a foolproof feature that helps you get perfectly exposed pictures with ease, all the time. Plus many other advantages to make you an expert cameraman.

and . . .

UNIVERSAL 500-Watt PROJECTOR



. . . the precision-engineered 8mm. projector designed for convenience. Perfect mate to Cinémaster II, it helps the operator enjoy the show too, for all controls are centralized, easy to find and use in the dark.

See this sensational combination at your dealer's . . . it's the perfect gift for special friends . . . or to give yourself for a Christmas treat.

UNIVERSAL CAMERA CORPORATION

NEW YORK • CHICAGO • HOLLYWOOD

Mfrs. of Cinémaster and Mercury Cameras and other Photographic Equipment

Radio Jingles CONTINUED



"POOR MIRIAM" QUINTET CHANTS TOOTHILY FOR DENTIFRICE

Poor Miriam, poor Miriam!
Neglected using Irium!
So her singing style
Had no winning smile. . . .



QUARTET PLUGS GUM BY BOTH SINGING, CLAPPING HANDS

Dentyne! Dentyne! (*Clap hands*)
Swing the Dentyne way! (*Clap hands*)
. . . refreshing, you will say . . .
Buy a pack today!



MR. AND MRS. LANNY GRAY SING OWN RAZOR-BLADE JINGLE

They're keen and they're sharp
. . . There's none finer made;
M-A-R-L-I-N,
Marlin's the blade!



ART GENTRY AND AUBREY MARSH SALUTE CEREAL WITH A RUMBA

Yum yum yum yum yum I yiminy!
Grape-Nuts flakes are good
by jiminy!
Sugar-roasted, new and better. . . .



CLEANSER IS SOLD IN A GUSTY SOLO BY ANDY LOVE

There's no rinsing!
There's no wiping!
When you clean
With Spic and Span!



WHISPERING JACK SMITH CROONS UNCTUOUS ODE TO SOAP

Just one cake the Camay way
Your very first cake
And you will say—
Camay, Camay, Camay!

CONTINUED ON PAGE 127

How to give QUICK REST to tired eyes

MAKE THIS SIMPLE TEST TODAY



EYES OVERWORKED? Put two drops of gentle, safe Murine in each eye. Then feel that refreshing, soothing sensation that comes instantly. You get—



QUICK RELIEF from the discomfort of tired eyes. Murine's seven important ingredients are scientifically blended to cleanse and refresh overworked, tired eyes. Use Murine morning and night and whenever your eyes tell you to.

MURINE FOR YOUR EYES

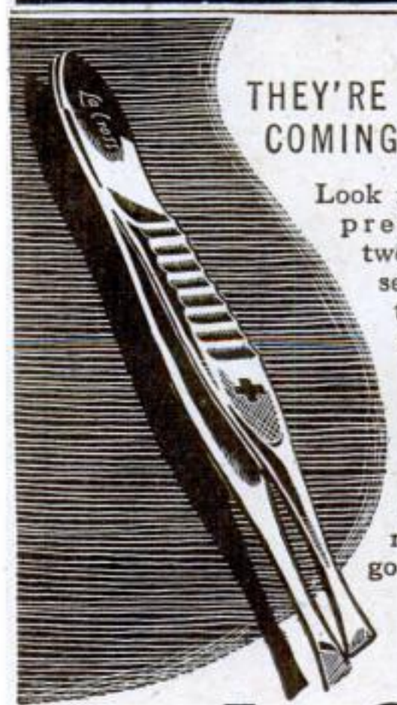


COLD SUFFERERS!

Remember "there are no better Cough Drops than LUDEN'S" Medicated for CLOTHESPIN NOSE



LUDEN'S MENTHOL COUGH DROPS



THEY'RE COMING BACK!

Look for *La Cross* precision-set tweezers. Don't settle for less than La Cross quality with these fine implements back again. Look for La Cross manicure implements at all good stores.

SCHNEFEL BROS. CORP., 630 FIFTH AVE., N. Y. 20. La Cross

To Retailers:

Your customers are reading this issue just as avidly as your own family does. Remind those customers that *you sell* the famous products on these pages, by identifying them in your store as

ADVERTISED IN LIFE



Copyrighted material



"Deary Me! I wish somebody would give ME one of those TruVal Sport Shirts!"

Folks, here's the hottest tip in years for all you Santa Clauses! Buy the men-folks *the thing they really want most* — TruVal shirts, for dress and sportswear! Yes, why not make it a TruVal Christmas for *everyone* in the family? (Note: get some for the teen-age gals who are always swiping Brother's shirts!) *Ask* for TruVal shirts. Oh, and by the way: you'll save money, too, because TruVal shirts are priced way below what you'd expect: Tru(e)-Val(ue)—get it?

The shirts Santa is gazing at are, left to right:

TruVal's famous white broadcloth shirt has patented two-in-one collar (looks *starched, actually is soft!) Sanforized (won't shrink over 1%.)*

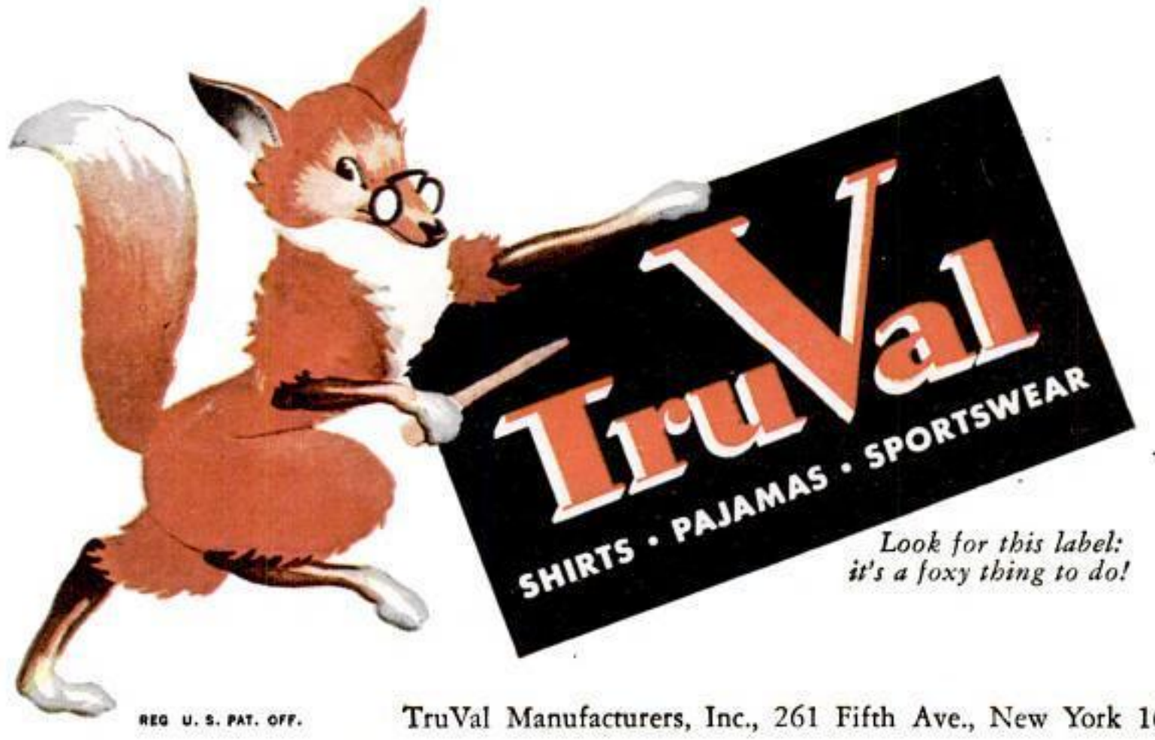
TruVal's popular Zelan Avi-Jack sports coat of water-repellent poplin, lined in fireman's red. Zipper front, 2 two-in-one pockets.

TruVal's popular buffalo plaid shirt jacket is 20 oz. 100% virgin wool, has two giant flap pockets, with double buttons. Wear it tucked in, or as a jacket! In red-and-black, green-and-black, white-and-black. Warm!

TruVal's popular sport shirts of 80% virgin wool, 20% fine cotton. Two generous-sized button-down flap pockets. Cut for wear inside or outside trousers. In burgundy, chocolate, navy, hunter green. Wonderfully warm!

TruVal's classic men's and boys' woolen mackinaw with full belt and buckle, two slash breast pockets and two flap pockets. In the popular finger-tip length. Warmth-giving!

TruVal smart pajamas, in coat and middie styles, in solid colors and patterns, have elastic adjustable bands and dot snappers. Handsome!



Look for this label: it's a foxy thing to do!

REG U. S. PAT. OFF.

TruVal Manufacturers, Inc., 261 Fifth Ave., New York 16

Copyrighted material

Holiday Highlight!



This lovely silver holiday ensemble, a Kentucky Tavern creation, has been made by one of America's outstanding silversmiths and is available at a few leading stores.

Traditional drinks demand a whiskey rich in tradition, Kentucky Tavern. For 75 years, the proud tradition of one family has been to make this famous bottled-in-bond bourbon worthy of the esteem and acceptance accorded it.

Glenmore Distilleries Company
Louisville, Kentucky

THE ARISTOCRAT OF BONDS

COPYRIGHT 1946 G. D. CC.

Copyrighted material



How distinguished can you get...?

SPOOFING THEMSELVES as "Men of Distinction," Kent (*right*) and Johnson advertised their services as jingle writers like this in a recent *Variety*.

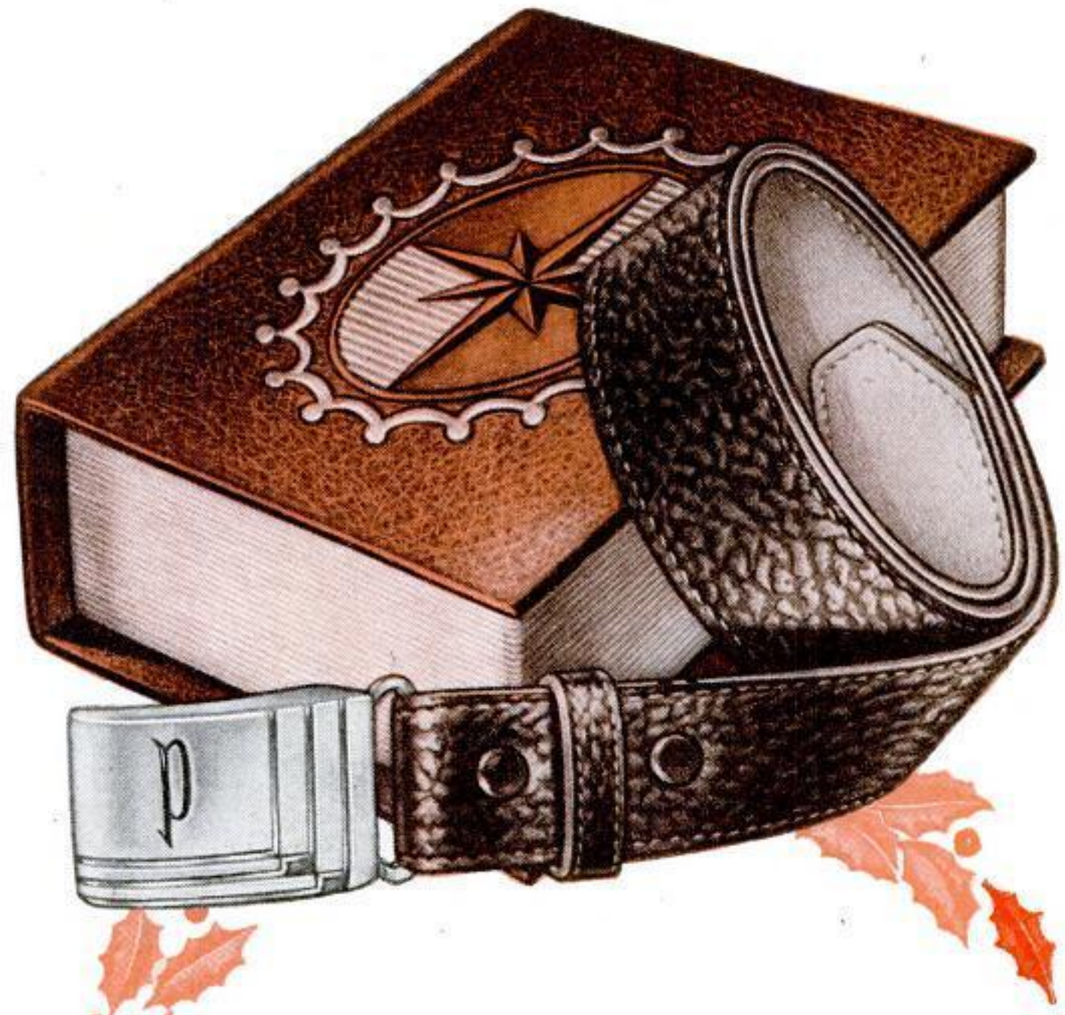
JINGLE KINGS WRITE "WOOFUL" TUNES

Since 1939, when the singing commercial became popular, the unquestioned kings of jingledom have been the two fascinating characters in the picture above, an American announcer named Alan Bradley Kent and an expatriate Englishman named Austen Herbert Croom-Johnson. This team, whose private cavorting would make a hilarious radio program on its own, has written 40 of radio's most lucrative commercials, one year did 90% of the jingle business. Now the Tiffany of jinglery, they command fees five times larger than their most expensive competitors, wrote the most popular jingle of all time, the Pepsi-Cola song, in 1939. It is still being sung on the air, has afflicted radio audiences in three languages.

Proud of their long-lived Pepsi chant and of the fact that songs like their Mission Bell wine jingle, renamed *Just the Other Day*, became popular hits, Kent and Johnson claim that singing commercials can last indefinitely "if they're written well enough." They feel radio should sell its products in a "wooful way." Their writing, they say, without defining it further, is very wooful.

Seen separately, bespectacled Kent, who is 34, looks like a physicist and ginger-haired Johnson, 37, like an English nobleman. Seen together, the jingle kings act like madmen. They call themselves "the body," shed their shoes, converse in a combination of gibberish, jive and sound effects that defies translation because of their whimsical habit of substituting "bork" for each noun, and "storff" for most verbs. These strange noises make no sense until the composers, who take turns at writing music and lyrics, suddenly emerge with such gems of wooful commercialism as their "Momma, momma, momma, won't you Larvex me!", their "Listen to the handy Flit gun. (*Whistle*) Sh-h-h!" and the song they wrote for a milk company: "MoooOO to YouUUUU!"

Though Kent and Johnson refuse to jingle for laxatives, proprietary medicines and deodorants because "they're cheapening," they once got as far as composing a tune that began, "Under-arming can be charming." Their most revolutionary idea was "the silent commercial," born one gray day when Kent leaned into a microphone and announced, "Admiration Shampoo for the hairwaves brings you the newest thing on the airwaves: silence." Even this daring deed did no harm to the steady rise in Kent and Johnson's jingling fortunes, which, incidentally, they are reticent about reducing to vulgar statistics. Asked what they earn, Johnson mumured modestly, "You can say we eat steak."

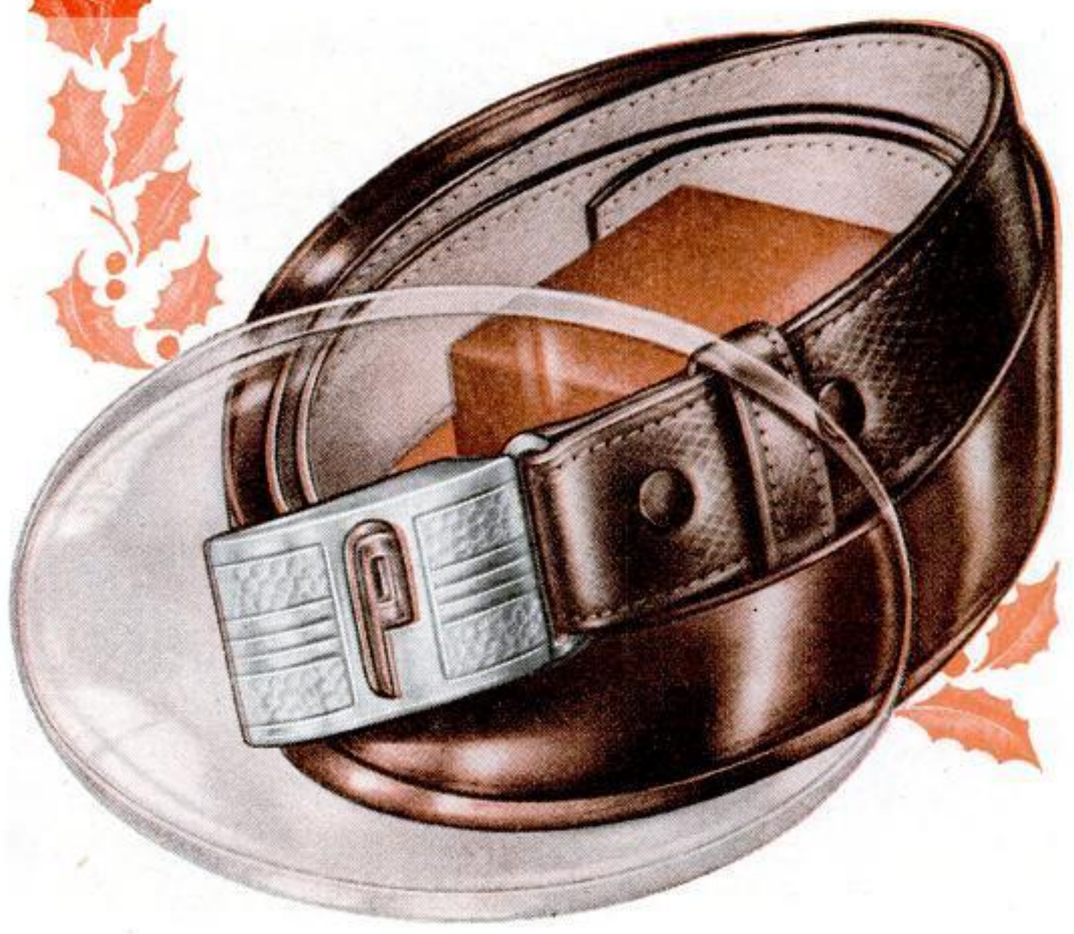


You'll get a lift with a PARIS gift

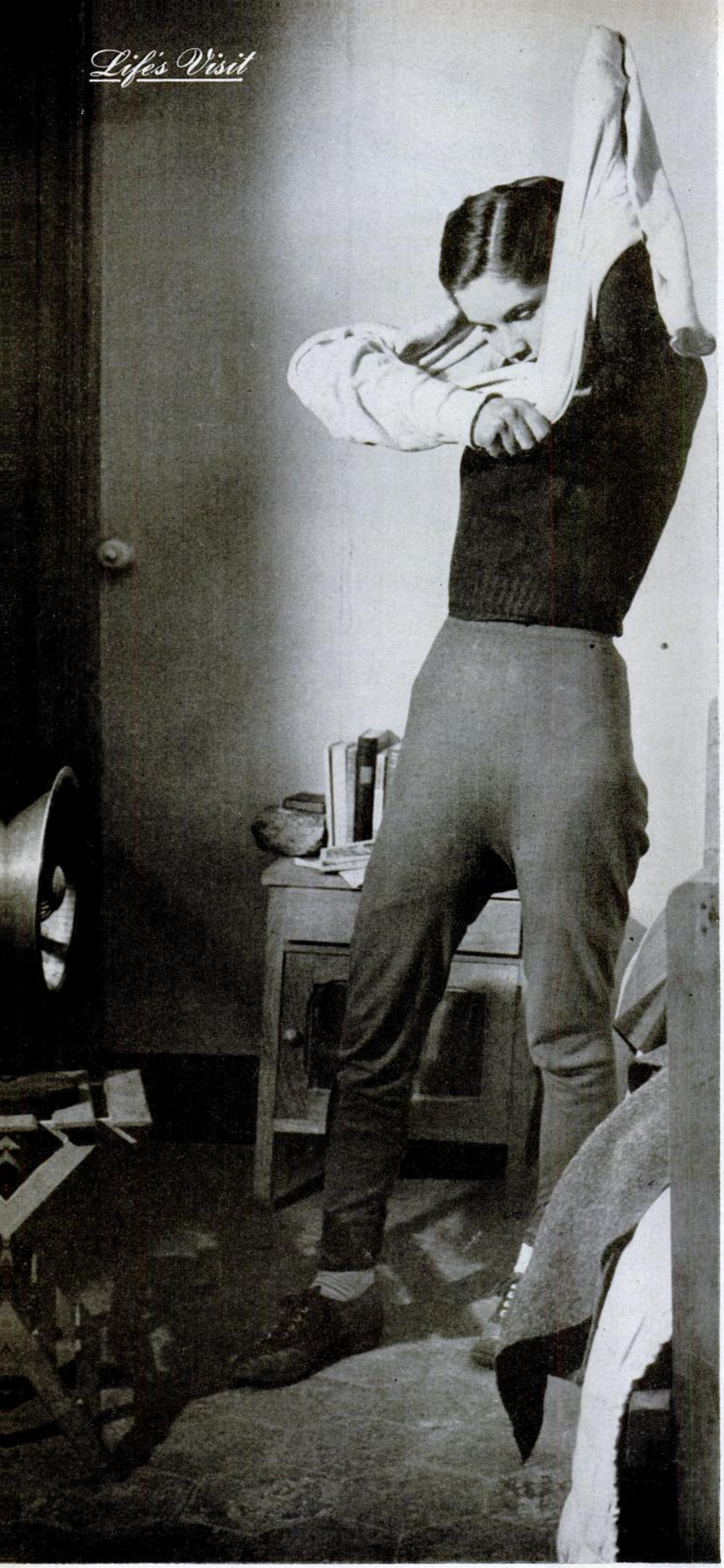
To give or receive—either way, you win with "PARIS."* A "Paris" Belt and smart Jewelry Buckle Set is a lasting gift that gives pleasure the year round. "Paris" All Elastic "Free Swing" Suspenders and comfortable All Elastic "Paris" Garters, too, will help solve your Christmas shopping problem. You can be sure you're giving the best when you give "Paris" gifts—always higher in quality than in price. Make your selection early. You'll find them at fine stores everywhere.

*Reg. U. S. Pat. Off. • A Product of A. Stein & Company, Chicago, New York

Look to "Paris" to Look Your Best



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RED FLANNEL UNDERWEAR and electric heater which works weakly and spasmodically help Marjorie fight a losing battle against cold in tiny orphanage room. At night she uses six blankets.

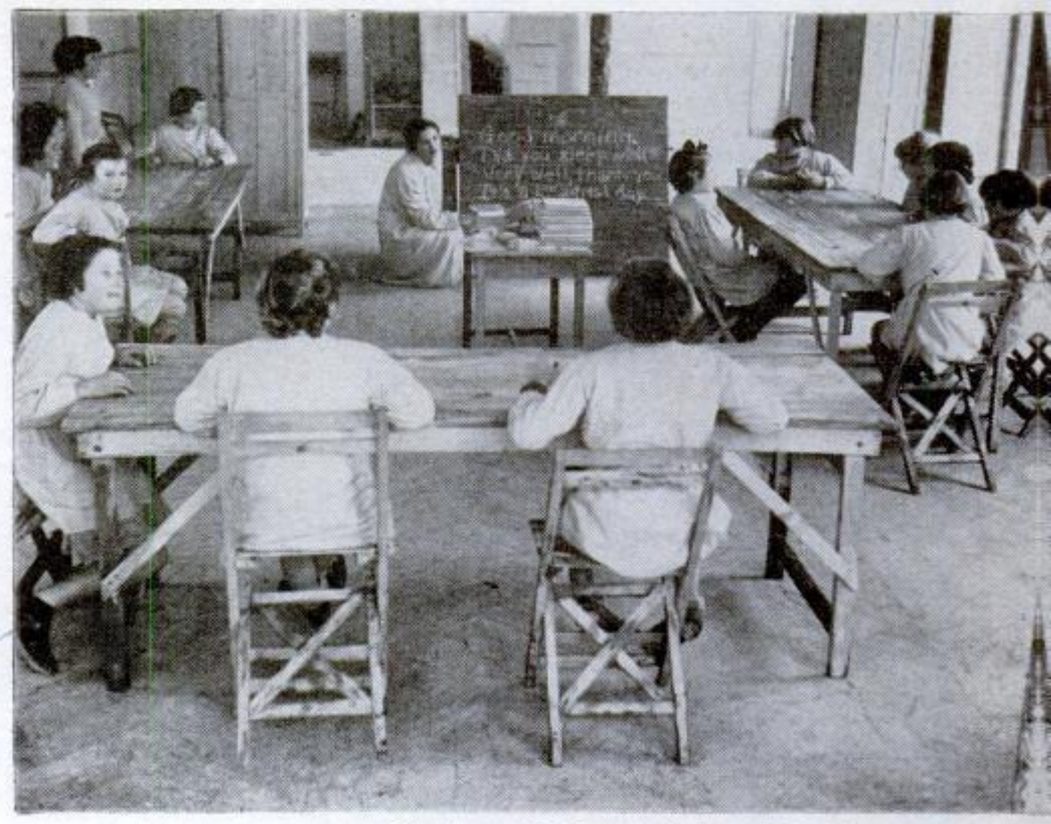


FRENCH CHILDREN NEVER HAD HEARD OF BASEBALL UNTIL MARJORIE

Ohio Girl Finds Two

Marjorie Hope went on a bicycle tour, stayed

Marjorie Hope is a slender, 23-year-old girl from Lakewood, Ohio; who is realizing in France today the kind of pleasant expatriate adventure which to most American girls like her usually remains a vague dream. Last summer her opportunity came to join a bicycle tour of Europe with a group trying to revive the prewar International Youth Hostel movement. Borrowing $650 from her father, Marjorie made the trip. But when it was over and her money was gone, she was not ready to return, instead found herself a temporary job for board and room but no pay at Le Clos, a small orphanage on the Oise River 25 miles from Paris. She was soon such a success with the moppets, who called her "Mees 'Ope" and caught on quickly to the intricacies of baseball,



IN BARE CLASSROOM Marjorie chalks English on blackboard for children, but she does not speak enough French to teach them their three R's.

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BORROWED FRIEND'S BALL AND BAT AND SHOWED THEM HOW TO PLAY

Careers in France

oon as an orphanage teacher and fashion model

that Father Levallois, head of the orphanage, decided that this young American Protestant was just right to guide the recreation of his 70 French Catholic charges. He took her on permanently at 2,000 francs ($16.80) per month, or about twice her monthly bill for postage.

Just as exciting a part of Marjorie's adventure is the new one-day-a-week job she obtained as a fashion model for Paris photographers and dress houses. Going to Paris by bicycle and train, she poses at 1,000 francs a dress. Out of these highly contrasting foreign experiences Marjorie, who studied sociology in college, feels sure she will be able to draw for the writing she plans to do when she comes home. Already she has had a story published in one of the O. Henry Prize collections.



ON HER BICYCLE Marjorie starts off through village for six-mile pedal to Pontoise, where she will catch train to Paris for her weekly stint as a model.



A NEW PARIS GOWN is modeled by Marjorie at fashion house of Mme. Carven, shows off her narrow (25-inch) waist. Her own wardrobe consists only of one dress, old sweaters and skirts.

CONTINUED ON NEXT PAGE

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Magnífico!

Magnificent is the taste of this *"Mountain Distilled" Rum!*



©1946 N.D.P.C.

Yes, Señor, Ron Merito comes from the mountains of Puerto Rico, where the climate is just right for making rum of rare flavor and smoothness. To your cocktails and long coolers it gives the taste *delicioso!* The better the rum, the better the drink. Next time, better get Ron Merito!

Send for free Ron Merito Recipe Booklet





Ron MERITO

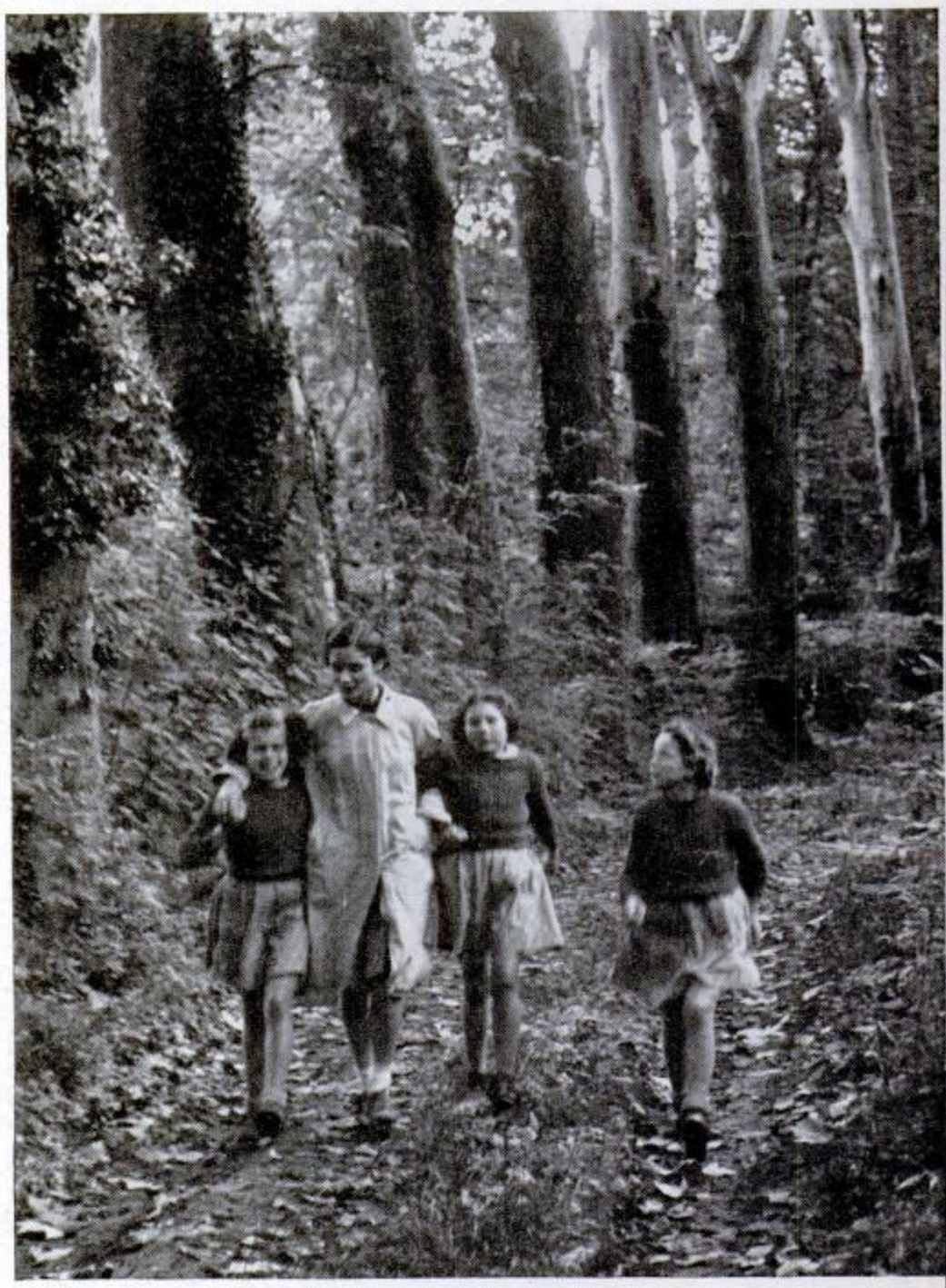
THE PUERTO RICAN MOUNTAIN RUM

AVAILABLE IN BOTH GOLD AND WHITE LABEL. 86 PROOF. WRITE NATIONAL DISTILLERS PRODUCTS CORPORATION, DEPT. L35, P. O. BOX 12, WALL STREET STATION, NEW YORK 5, N. Y.

WORK IN ORPHANAGE IS HARD BUT FUN



HAND INSPECTION is Marjorie's first job each morning. She stands at classroom door to see that each girl in 10- to 14-year-old group has washed.



WALK IN WOODS is conducted by Marjorie twice a week. The children particularly like being taken down path by an orchard where they find apples.

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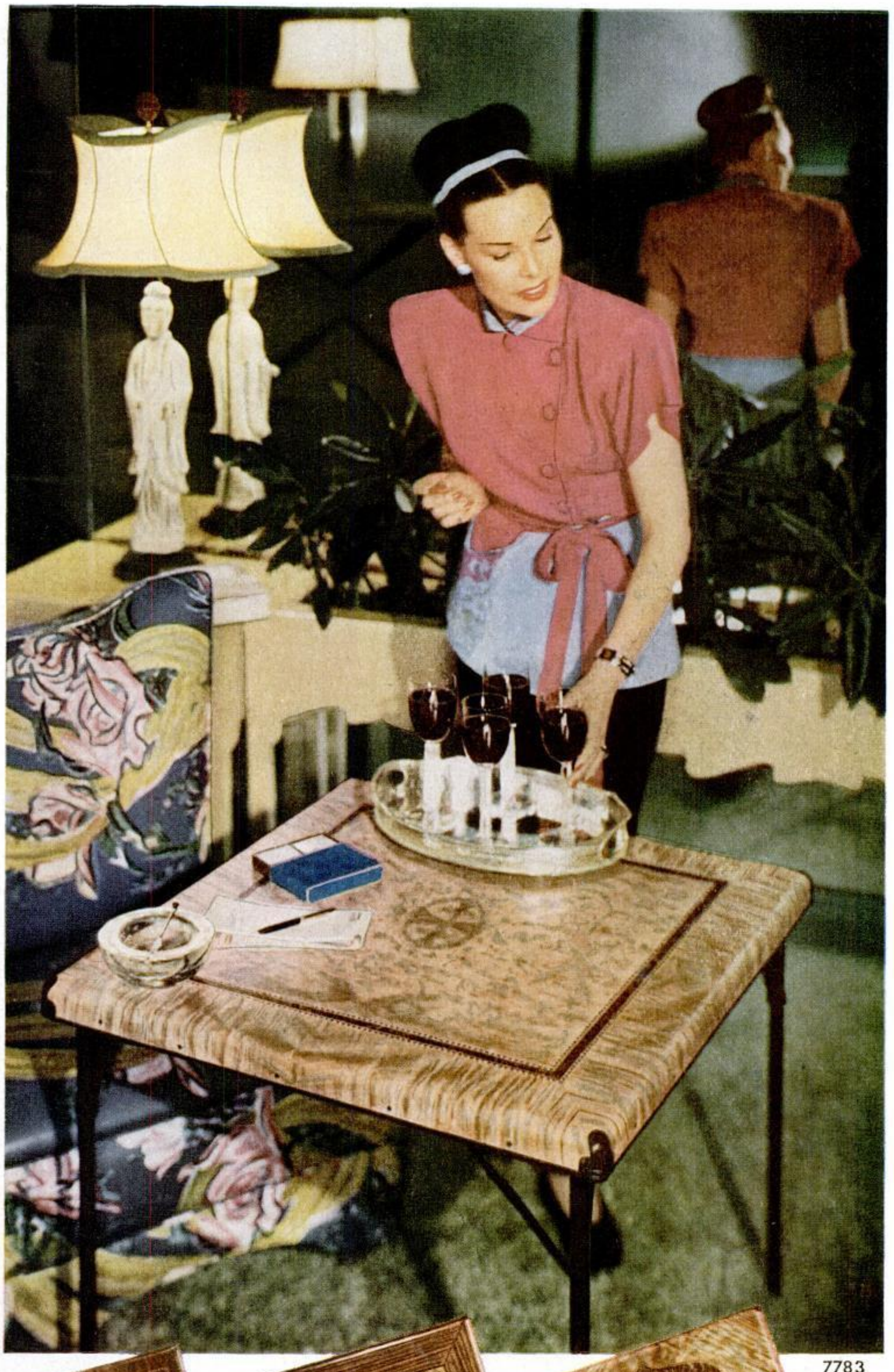
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Ever welcome distinctive gifts ...only $3.95

Surprising? Not at all. The exciting individuality and sturdiness of SAMSON card tables have made them the most popular in America. This great preference keeps the output high, the cost low.

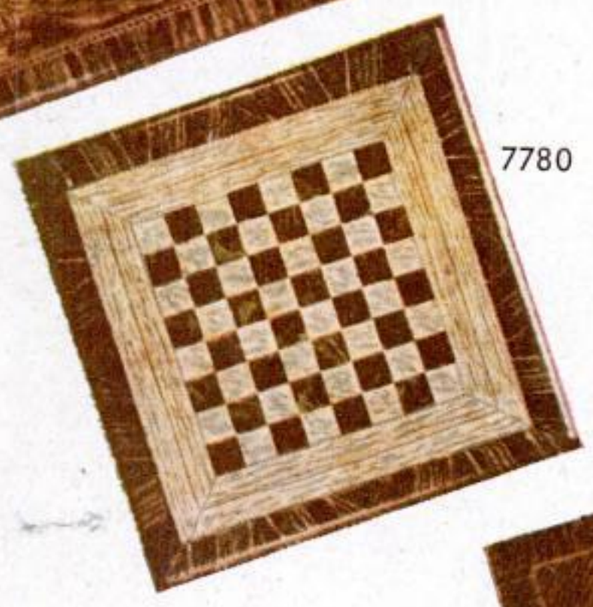
SAMSON means more fun for your money. Stunning designs. Handsome, practical finishes. One-piece, extra large playing surfaces. And the famous SAMSON construction –"strong enough to stand on!"

Two or three SAMSON card tables come in so handy–they're the busiest tables in the house! See them at your dealer's today.





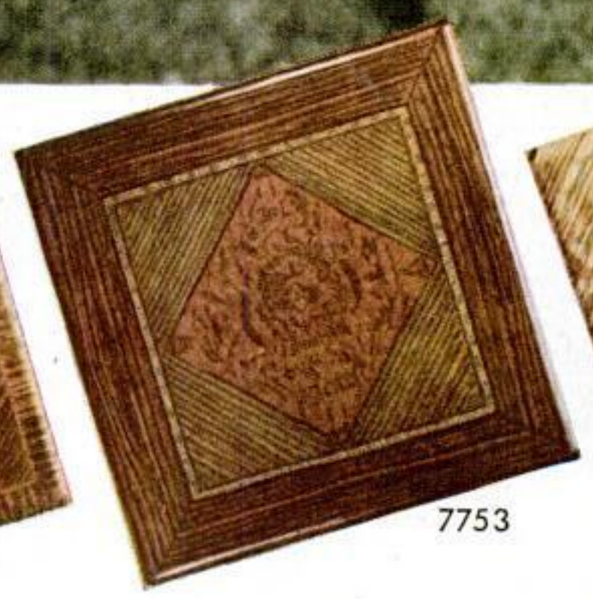
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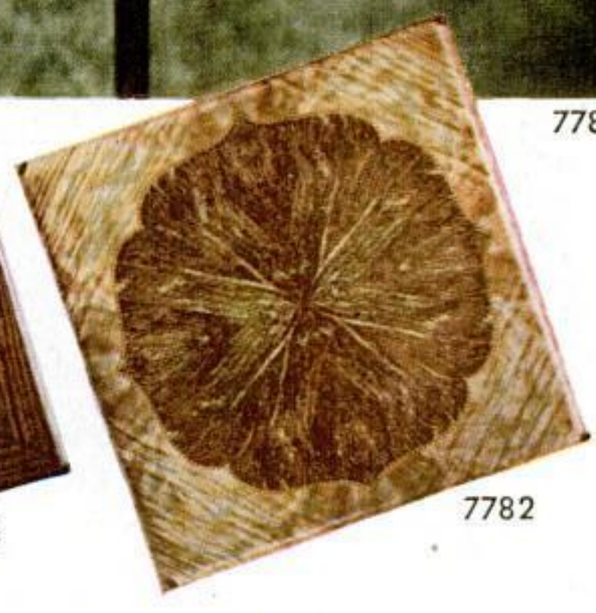
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7799



7753



7782

7783

Washable, stainproof, color-fast tops. Double-braced, electrically welded, smooth, tubular steel legs. Fold-under construction.

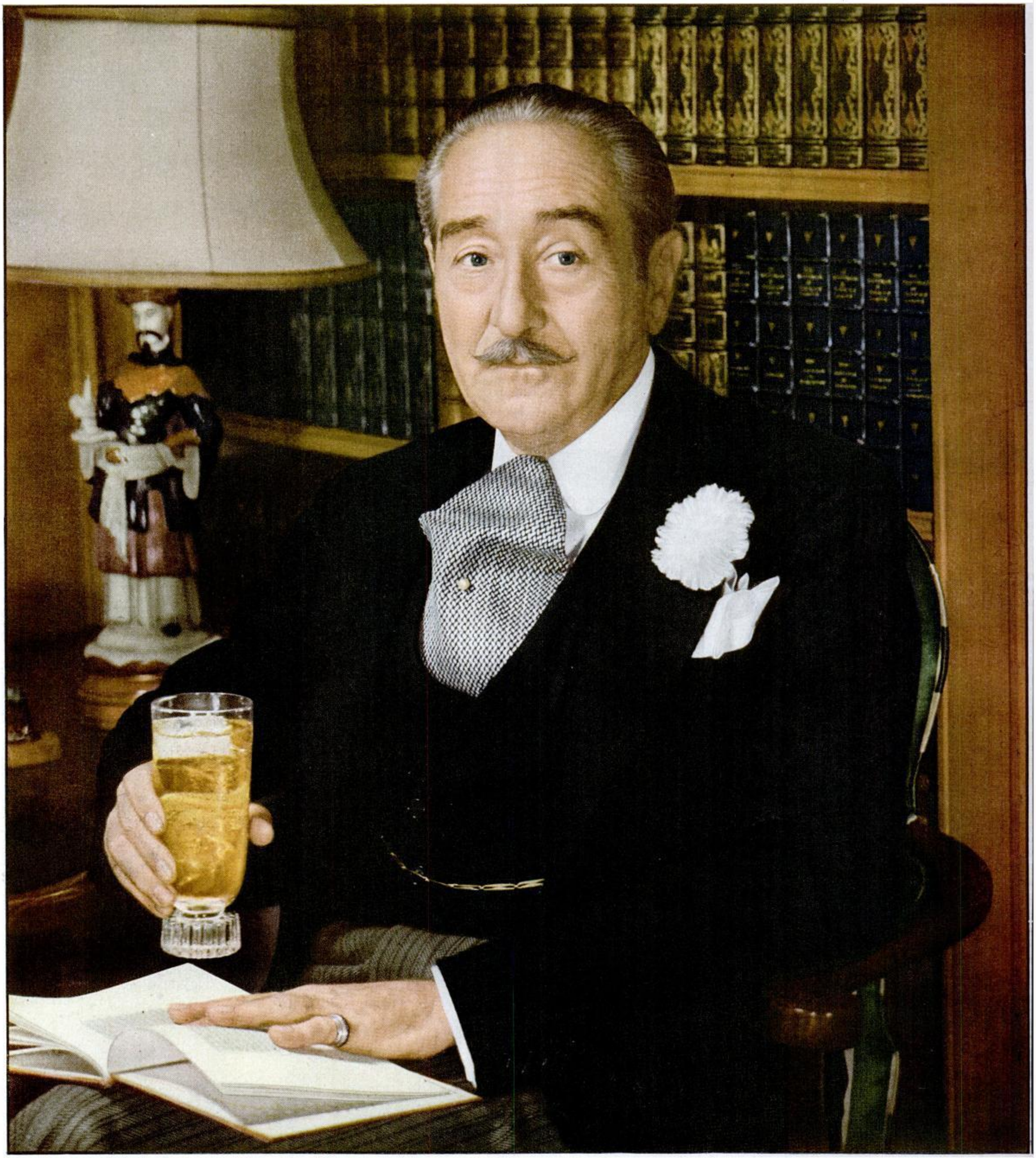
Strong enough to stand on!

Samson Card Tables

DENVER **SHWAYDER BROS., INC.** DETROIT

MAKERS OF SAMSONITE LUGGAGE, SAMSON CARD TABLES, SAMSON FOLDING CHAIRS

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MR. ADOLPHE MENJOU, DISTINGUISHED MOTION PICTURE ACTOR

For Men of Distinction... LORD CALVERT

So *rare* . . . so *smooth* . . . so *mellow* . . . that it is produced only in limited quantities, Lord Calvert is a matchless blend of the world's finest spirits and most distinguished whiskies.

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY

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Life's Visit CONTINUED

MODELING IS EXCITING, PAYS MORE



AT THE DRESSMAKER'S a saleslady holds creation called "Ambre" up to Marjorie to see if it will fit. It is made of heavy embroidered beige brocade.



AT THE PHOTOGRAPHER'S Nick de Morgoli shows Marjorie how to pose in the pictures he is taking of new dresses for a French fashion magazine.



LEADS YEAR AFTER YEAR by FRANK WILLIAMS

NAT HOLMAN-

...BRILLIANT BASKETBALL COACH OF CITY COLLEGE OF N.Y.

...ONE OF THE GREATEST BALL HANDLERS OF ALL TIME!

?

...NAT CAPTAINED THE ORIGINAL CELTICS — THAT PEERLESS QUINTET WHICH ANNUALLY PLAYED 120 GAMES ACROSS THE NATION AND NEVER LOST A SERIES!

HE LOOKS SHARP!

...MAKING STARS OF RAW RECRUITS...

NOW— SHOOT!

HE FEELS SHARP!

...GUIDING HIS FLASHY TEAMS TO ONE VICTORY AFTER ANOTHER...

"WHO'D WE EVER BEAT?"

THE BEST— THAT'S WHO!

...NAT RARELY GETS AN EXPERIENCED PLAYER BUT HE HAS MORE PROTEGES IN PRO BASKETBALL THAN ANY OTHER COACH!

C.C.N.Y.

...NAT NEVER SCHEDULES SECOND-RATE OPPOSITION, YET HIS 27-YEAR RECORD AT C.C.N.Y. IS 308 WINS AND 111 LOSSES..AN AVERAGE OF .735!

HE IS SHARP!

...NAT ALWAYS GETS A FACEFUL OF SHAVING SATISFACTION BY INSISTING ON GILLETTE BLUE BLADES WITH THE SHARPEST EDGES EVER HONED. HE NOT ONLY ENJOYS FAST, GOOD-LOOKING SHAVES BUT SAVES MONEY, TOO! YES SIR. DOUBLE EDGES MEAN DOUBLE ECONOMY!

look SHARP
feel SHARP
be SHARP
use Gillette Blue Blades
with the SHARPEST edges ever honed!



● You *look* sharp for you enjoy the swellest shaves ever. You *feel* sharp because they're refreshing and give you a lift. You *are* sharp for you get far more shaves per blade and save money. Ask for Gillette Blue Blades.

ENJOY BOXING FRIDAYS AT 10 PM EST OVER ABC NETWORK. GILLETTE'S CAVALCADE OF SPORTS ALSO AIRS NEW YEAR'S DAY BOWL GAMES AND OTHER CLASSICS YEAR 'ROUND!

Gillette Safety Razor Company, Boston 6, Mass.

Copyright, 1946, by Gillette Safety Razor Company



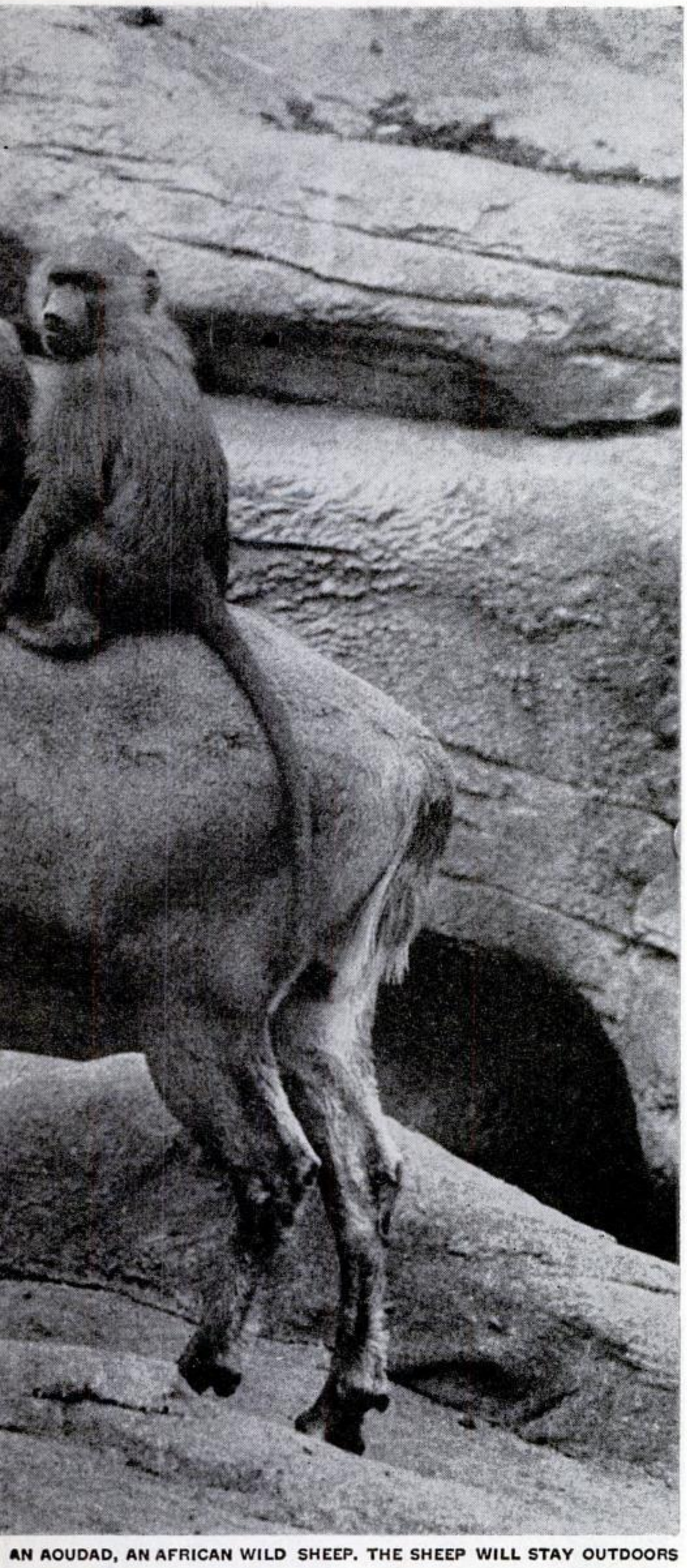
ON LAST DAY BEFORE THEY MOVE INDOORS, TWO BABOONS RIDE BACK OF

BABOON TRAP

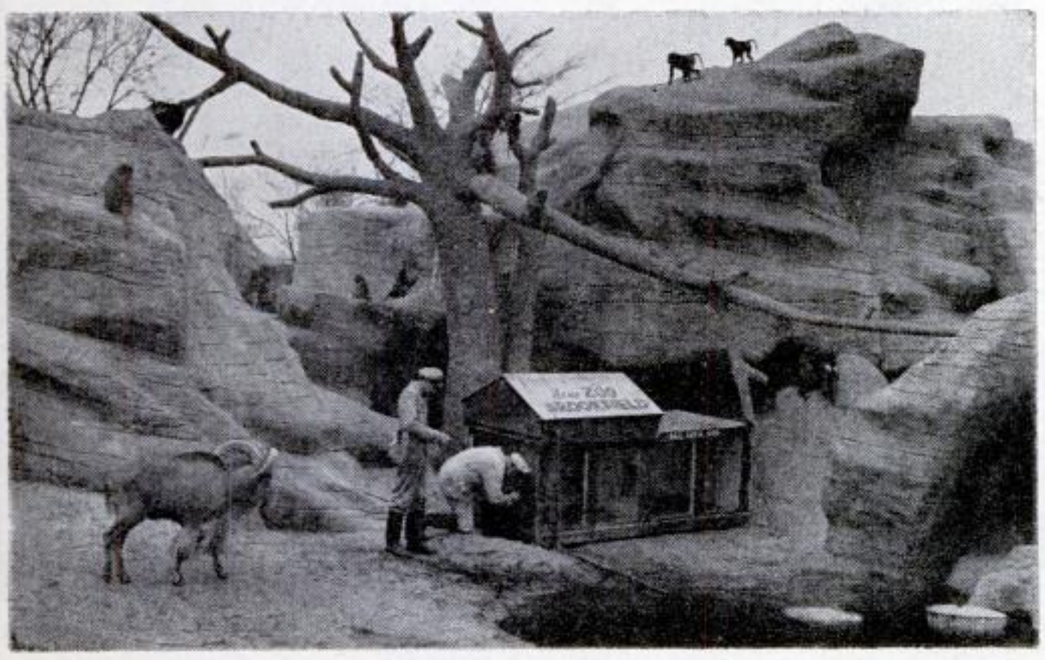
Electric eye and mirror solve moving problem

The approach of winter posed a tricky problem last month for the Director of Chicago's Brookfield Zoo, Robert Bean. Mr. Bean had turned his baboons loose in a rocky summer home where they could romp about with assorted other animals (*above*). But now that it was time to move them indoors, the baboons wanted to stay where they were and Mr. Bean's staff had trouble catching them. With an intricate trap (*right*), including a mirror and an electric eye, Mr. Bean took advantage of the baboons' natural curiosity, lured them into a portable doghouse, easily transferred them to a more cramped but warmer winter home.

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AN AOUDAD, AN AFRICAN WILD SHEEP. THE SHEEP WILL STAY OUTDOORS



WHILE BABOONS WATCH FROM ROCKS, ZOO ATTENDANTS SET THE TRAP

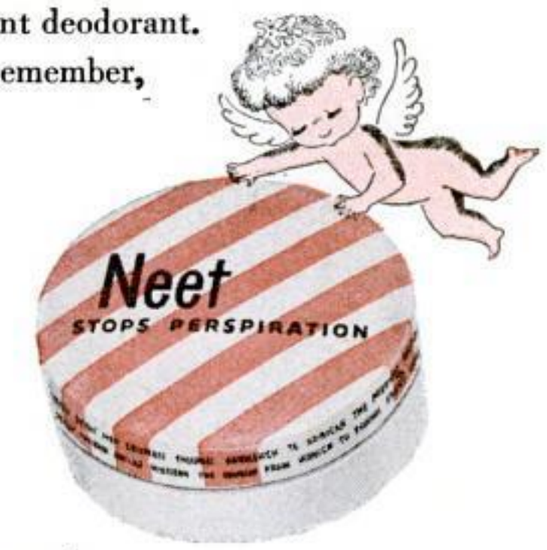
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Neet—keeps you sweet as an Angel!

Neet, the new cream deodorant, does its work in a twinkling . . . *stops* perspiration and perspiration odor instantly . . . harmlessly . . . effectively. Neet is such a luxurious deodorant cream to use. Tip your finger into Neet, it's like whipped cream. Delicately perfumed. Cool. Spreads like a dream and vanishes! Buy a trial jar. Compare it with your present deodorant.

You'll love using Neet . . . and remember, Neet keeps you *sweet* as an *Angel!*



Neet

Cream Deodorant

Now in three sizes: 10¢, 25¢, and 43¢.

Copyrighted material

Make her believe in Santa Claus

Play Santa Claus for that lady in your life by sending her lovely, gorgeous Flowers by Wire . . . the *perfect* gift for Christmas. Be she young or old, she'll love you for 'em.

• See how inexpensive Christmas Flowers by Wire are, too. A $5.00 bouquet can be sent from Chicago (including the cost of the wire) to Philadelphia for $5.63 . . . to New Orleans for $5.76 . . . to San Francisco for $5.90 . . . to Montreal for $5.60. Overseas orders accepted, too. Satisfaction is guaranteed.

• It's so easy to send Flowers by Wire. Simply place your order with any official F.T.D. florist who displays the Winged Mercury Seal on his window. They're located in every U. S. and Canadian city. He'll do the rest. Your beautiful flowers and personal message will be delivered speedily, anywhere, at the time you specify.

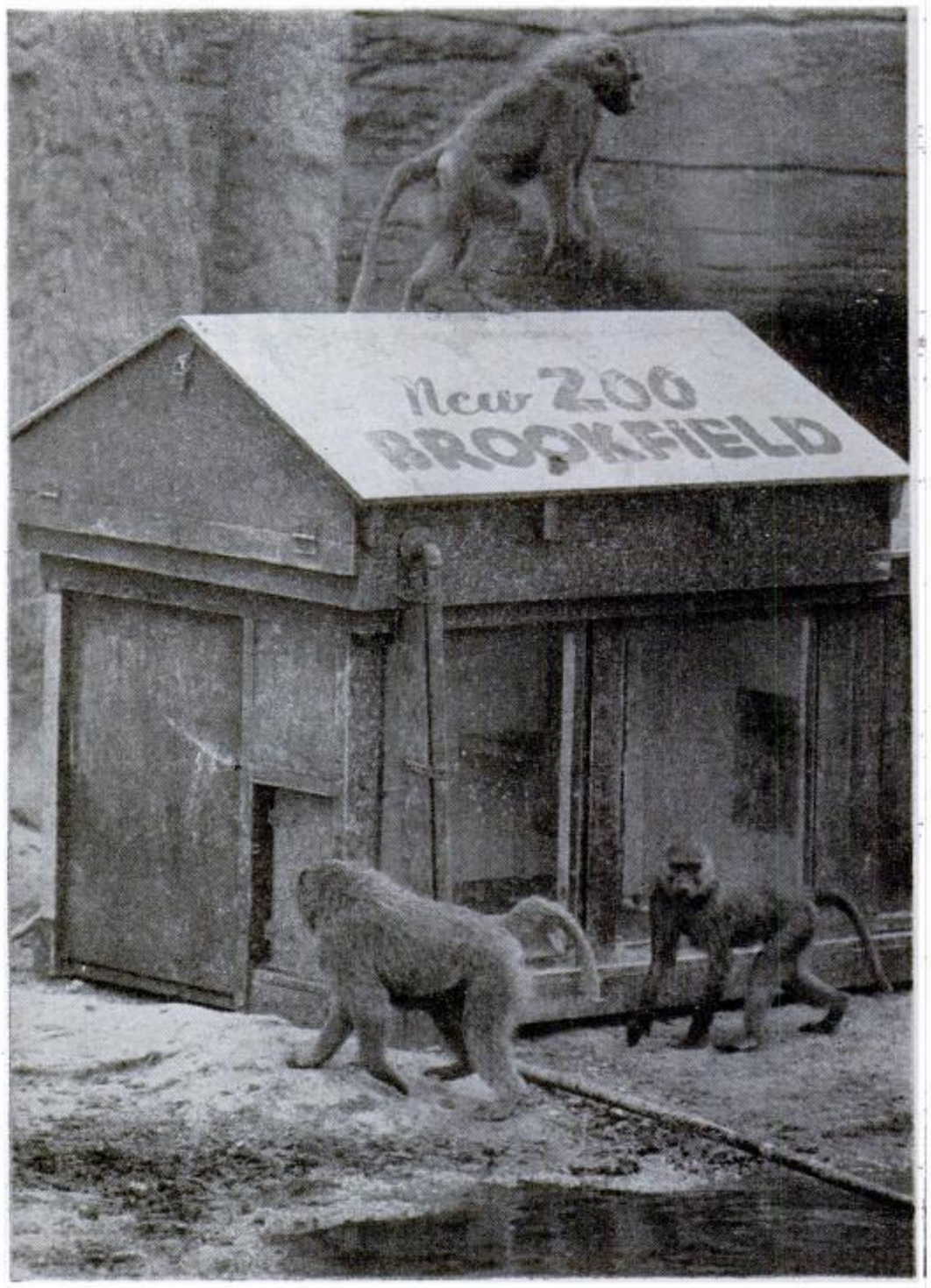
• Say Merry Christmas . . . send Holiday Greetings, to loved ones, friends, business associates. Remember,

IN *ANY* EVENT — WIRE FLOWERS

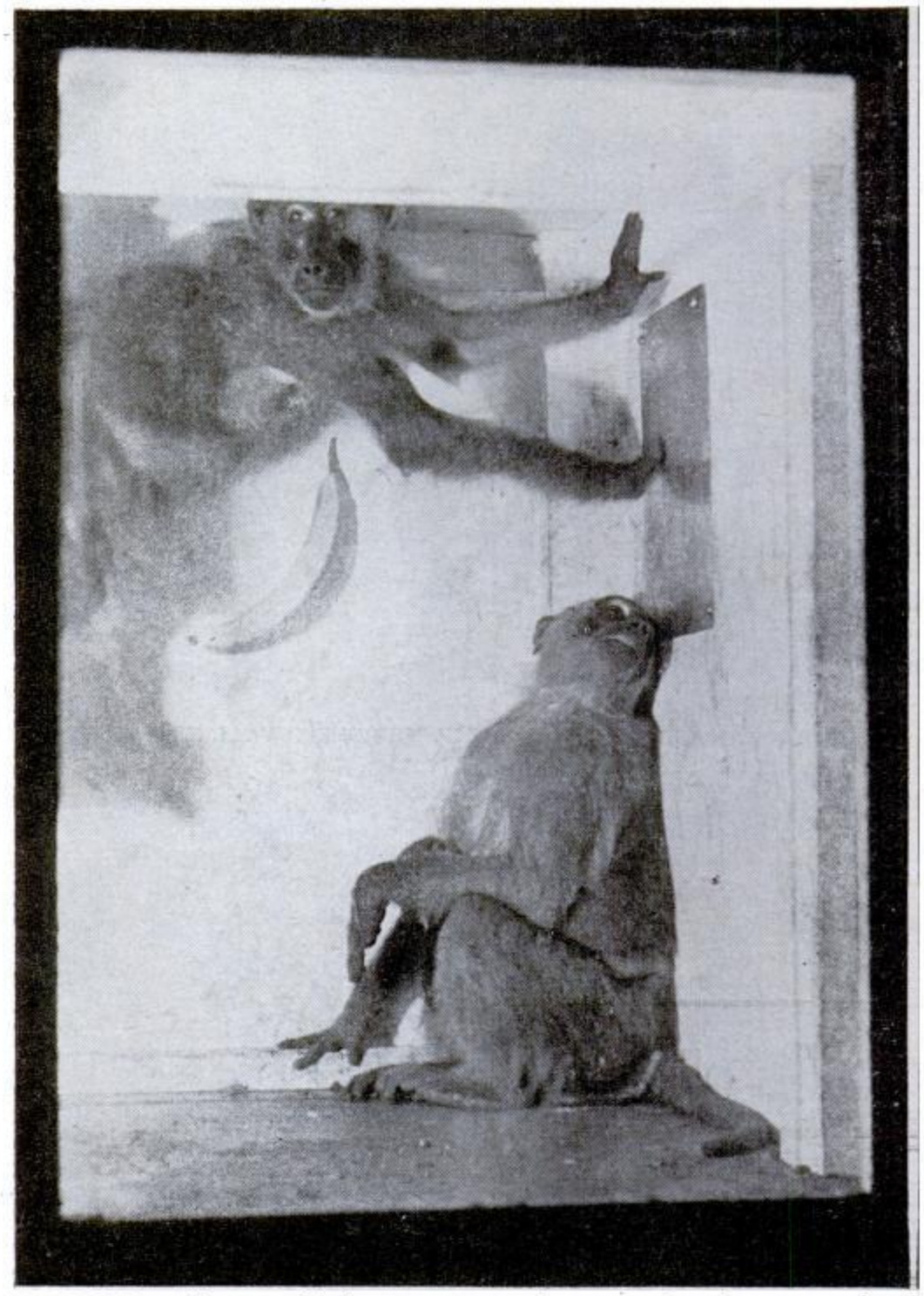
FLORISTS' TELEGRAPH DELIVERY INTERNATIONAL

484 East Grand Blvd., Detroit 7, Michigan





APPROACHING TRAP, baboons spot mirror on wall opposite the door, are lured inside. Then electric eye shuts door. Smart baboon watches from roof.



TRAPPED, a frustrated baboon stares at mirror, another glares at camera. Banana drawing (*on side wall*), which helped bait trap, has a few teeth marks.

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Imagine such a Gift!

Here's what you *really* give in a bottle of *Three Feathers:* A whiskey so magnificent, it makes the most bountiful Christmas cheer ever enjoyed . . . a *Three Feathers Egg-Nog!* Smoother, lighter, richer than ever, it's the *finest tasting Three Feathers in 64 Yuletides!*

THREE FEATHERS

Reserve

First Among Fine Whiskies

HOW TO MAKE THE THREE FEATHERS EGG-NOG . . . For 20 servings, beat, separately, yolks, whites of 6 eggs. Add ½ cup sugar to yolks while beating; ¼ cup sugar to stiff-beaten whites. Mix together with 1 pt. cream; 1 pt. milk, ¾ bottle THREE FEATHERS RESERVE, 6 oz. Rum Carioca (Gold Label, 86 proof). Stir thoroughly, serve very cold, with grated nutmeg. It's delicious!

Blended Whiskey 86 proof, 70% neutral spirits distilled from grain or potatoes. Three Feathers Distributors, Inc., New York

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IT WOULDN'T BE CHRISTMAS WITHOUT— Whitman's CHOCOLATES

There are so many ways in which a Whitman's Sampler helps you play Santa. Will you be there? Then your Sampler says "Here's to *us!*" Must you be absent? Then these wonderful candies say, "I'm with you in thought!" In any case, you can safely trust your "Merry Christmas" to Whitman's.



A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

Copr. 1946, Stephen F. Whitman & Son, Inc., Phila.

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CHICAGO 29 ILLINOIS

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